Believe in the Process

You Can Do It!

Writing effective emails takes practice, awareness, and feedback. Give yourself time to write and rewrite the email. Treat your email with importance: once you hit “Send,” you can’t take your email back. Ask co-workers for feedback. Observe how your readers respond to your email. Look for areas for improvement.

Resources

♦ University of North Carolina at Chapel Hill, Writing Center: http://writingcenter.unc.edu/handouts/effective-e-mail-communication/

♦ Rockhurst University Continuing Education Center: http://writingcenter.unc.edu/handouts/effective-e-mail-communication/
**Email: The Look & Feel**

**To:** Make sure you only include intended recipients! There's nothing worse than sending an email to unintended readers.

**Cc:** Carefully select recipients who need to be carbon copied to the email. Primary recipients may feel uncomfortable knowing that others can see their email addresses and message.

**Bcc:** Blind carbon copy for a large group of recipients, like when you plan to email faculty, adjuncts, and/or staff. Using this feature means that recipients cannot reply to all addressees.

**Subject:** Do not leave the subject line blank. Create a specific and concise “title” for your email.

**Message** In this order include
- Greeting or salutation
- Main point
- Necessary details
- Closing
- Signature

---

**Effective Emails Consider All Three**

**Writer**
- What is your purpose for writing the email?
- How do you feel about the subject?

**Reader**
- Who is your reader?
- What do they know about the subject of the email?
- How do they feel about it?
- How close is your relationship to the reader?
- Is email the best way to communicate to your reader?

**Message: The Email**
- What tone is appropriate for my audience and my purpose?
- Is the message clear and concise to the reader?

---

**Dos & Don’ts of Email Etiquette**

**DOs**
1. Proofread for grammar and spelling.
2. Keep the message short.
3. Break up information into paragraphs.
4. Use easy-to-read fonts.
5. Use a friendly, helpful, and professional tone.
6. Frame your message positively.
7. Reply to emails within 24 hours.

**DON'Ts**
1. Don’t use all caps or all lowercase letters.
2. Avoid using jokes and sarcasm.
3. Don’t address controversial or highly emotional issues in email.
4. Don’t include any personal or confidential information in an email—email is never private.
5. Don’t hit “Reply All.”