



### Email Etiquette

*“No one told me I was training to be a professional! I thought if I took the calculus, chemistry, physics, thermodynamics..... then I would be a good chemical engineer. .... This is only a portion of what I needed to know to practice engineering professionally.”*

#### **You are training to be a PROFESSIONAL.**

- “entering a competitive workforce that demands strong **communication**, teamwork, and problem-solving skills.”

#### **Perception is crucial. First impressions matter.**

- Perception is someone’s reality. You must manage their perception of you. Forwarded mail can become associated with your name.
- Avoid informal language (‘hey’), **confirm and use appropriate titles** (Dr., Professor) – if you cannot confirm title, err on the side of caution and use “Dr.”

#### **Front Matter: Your Email is judged before it is read.**

- “To”: Are the right people included?
  - Recipients often assume someone else will respond if they see a big list.
  - Messages should be directed to the decision makers and people involved or affected by the message content.
- “CC” and “BCC”: Be sure you are familiar with each!
  - BCCs can become public
  - CC does not imply action needed, implies “fyi”
- Subject should act as a ‘hook’: Reflect Purpose; Entice Recipient to Read; be Search Friendly
  - Which would you read?
    - ‘Our supply chain problem’ or ‘Proposal to solve supply chain problem’

#### **MYTH – Email is “Casual”**

- Email has a business purpose (if it doesn’t, don’t send it at work)
- Email message analysis is an important tool in modern litigation practice.
- Don’t put anything in an email that you wouldn’t want read during court proceedings 😬

#### **General Content Rules**

- What action are you requesting? What do you want to result from your email?
- Most people will only read the first paragraph (three paragraphs is maximum recommended)
- Define action items: *Please respond; Please forward to...; Please confirm when complete*
- Avoid abbreviations, emoticons, etc. (remember professionalism)
- Always proofread, review, spellcheck, and THINK before you send!
- Humor can offend, so avoid making jokes.
- Always assume your emails could potentially be read by everyone on the internet



### Other Email Etiquette Best Practices

- Use an electronic footer to be automatically added to each of your emails

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← General Credentialing – Who you are

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← Contact Information

- Set expectations for communication
  - No 24/7 expectations
  - Set general turnaround timetable, usually 24-48 hours
  - Do not substitute email for personal interaction
- Email security and safety
  - Check spam and junk folders regularly
  - Verify links before sending them
  - Avoid opening attachments or links from unverified sources

*Consider with your mentor: Email represents just one of many popular modes of digital communication. While many of these practices can be applied to various media, it is important to maintain vigilant professionalism while using other tools such as Twitter, Facebook, LinkedIn, etc. Sharing information and collaborative work are fundamental to research. Always be sure to conduct your communication in a professional manner.*