Email

When to use

1. When it is necessary to send information to *many* people
2. When *copy* of instructions is needed by the receiver and the sender
3. When sent to a *distance* and it is *cheaper* to communicate via e-mail than voice
4. When *unable to get the person in voice* contact for time or distance reasons
5. When sending a *file attachment* for perusal

When not to use

1. When emotionally responding to a message
2. When sending confidential information
3. When message can be misinterpreted - avoid irony and tongue in cheek messages
4. When it can be used to incriminate you at a later stage. E-mail can be stored somewhere and used later for what knows what.
5. When you need to make an impact
6. When the recipient is just down the passage
7. When you want an immediate response
8. When you need to negotiate or ask questions
9. When information is complex and will require repeating or illustrating

Subject line

1. Needs an informative subject in the Subject line. Never have a blank line or the words 'Hello'.
2. Needs clear subject for filing or putting into folders
3. Those without a subject in Subject line should not be opened.
4. Those with poor subject should also not be opened – fear of virus/spam.
5. Keep subject in Subject line short
6. Use one subject/topic per Subject line

Subjects of e-mail message

1. Need one subject per e-mail for filing or putting into folders. Brain cannot take more than one subject per message

At end

1. Need full name at end
2. Need e-mail address at end, as e-mail address at the top is often converted to unreadable format

Language/Style

1. Avoid using all upper case or all lower case
2. Use upper case to indicate headings
3. Use short clear sentences
4. Use correct grammar and spelling
5. Use correct tone – rather formal than familiar
   a. Think of your relationship with recipient, subject of letter and the purpose of e-mail

Urgent

1. Try not to use Urgent features unless absolutely necessary.

Recipients

1. Limit distribution – less equals more

Forwarding

1. Forward with own note with forwarded mail telling recipient why sent

Spam

1. Use filter
2. Delete it
3. Do not respond or ask to be removed from mailing list

Signature

1. Give contact details and link to personal URL so that identity can be verified and reader knows who the sender is.
2. Length should be no more than 5 lines – people pay for downloads.
3. Do not give personal/home contact details.

Attachments

1. Mention in e-mail what files are attached.
2. Give names and short description of attached files.
3. Try to send one attachment per e-mail.
4. Try not to send a file greater than 500 kbs. (Upload large files to an ftp site or web site for downloading or zip them.)
5. Mention in a different e-mail that attachments will be sent or were sent with full details.
6. Attachment should in a format which is readable by the recipient, such as PDF.
7. Keep names of attachments short and clear. (Some e-mail systems do not like long names.)

Mailing lists / Group lists

1. Reply selectively
2. Forward selectively
3. Maintain confidentiality - When responding to a mail from a recipient in a group, be careful that a personal response is not sent to the whole group
4. Omit long list of recipients – set to hide list of recipients

How to write an e-mail

1. Decide on the focus – Instruction or Information. That will determine the way of writing.

Managing files

1. Check mail daily
2. Delete as soon as possible
3. Download to hard drive
4. Archive frequently
5. Archive for a specified period
6. Respond e-mails meant for you.
7. To those receiving e-mails sent via a mailing list – you do not HAVE to respond