

E-MAIL ETIQUETTE

Overview

E-mail is now a standard way of communicating within businesses, organizations, with customers, external contacts, business partners and associates. Observing proper e-mail practices and protocol helps to convey a professional image of an organization giving them a competitive edge.

Moreover by educating employees as to the dos and don'ts of e-mail, you can protect your company from irate customers and awkward liability issues.

This session is intended to offer guidance to users of electronic mail (e-mail) systems. This is not a "how-to" session but rather one that offers advice to make you more computer-worthy, write more efficiently, observe brevity and manners and learn how to make positive impact with your mail.

Objectives

Trainees will be made aware of the high level of proficiency and professionalism required in this area of business functionality

They actively learn:

- The importance of concise and comprehensive emailing
- Proper structure and layout
- Salutations and closings
- Well crafted 'subject' lines
- Selecting and conveying the appropriate tone
- Understanding and avoiding the common pitfalls of email writing

Discussion points

- Why do companies need e-mail etiquette?
- Barriers of e-mailing or the common pitfalls in emailing.
 - **Good e-mail housekeeping with all the aspects of:**
- The physical format of an email in adherence to sound principles of writing
- Being content appropriate for various business situations
- The language, tone and style of business email within the framework of propriety and decorum
- Structure and layout of a good e-mail
- The importance and relevance of the 'subject line'.
- Salutations and closings
- Business e-mail check posts.