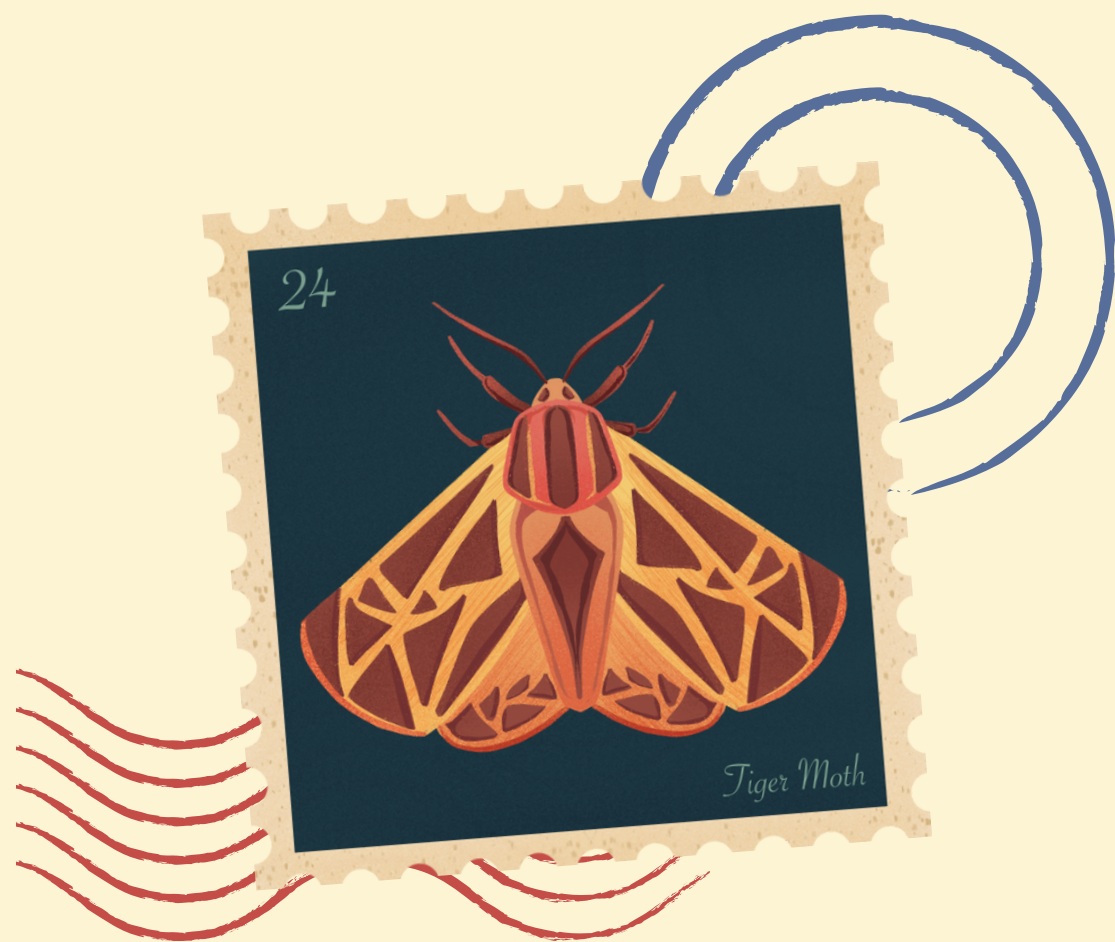




Email Etiquette

How to Write an Email

Kaplan Digital Pathways 24/11/2023

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Topic Outline

- Importance of Email Writing
- Email Etiquette
- What To Consider
- Writing Process Examples (Q & A Session)



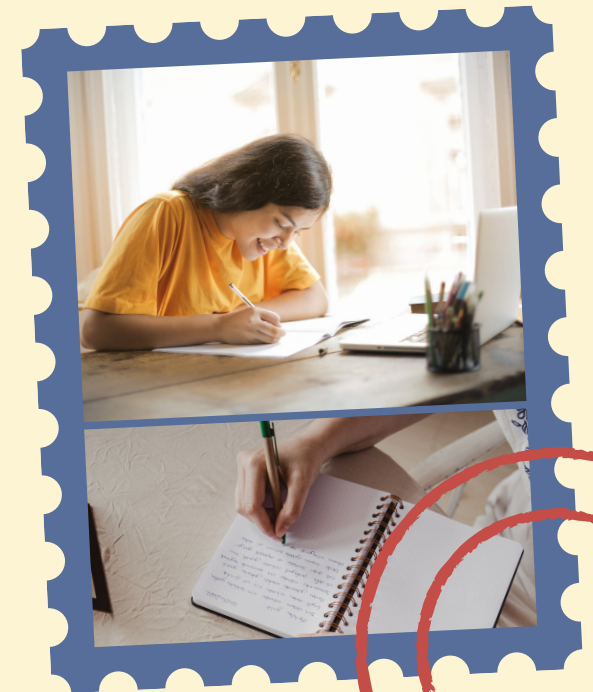
Importance of Writing Emails

- Effective communication: Writing emails correctly helps you communicate your intended message clearly. • Mastering the skill of email writing helps you reduce miscommunication and enhances overall communication efficiency.
- Professionalism: Emails are perceived as a reflection of the sender. Properly written emails send a sense of professionalism, reflecting positively on the sender. This will help you communicate with your tutors, potential employers, and peers, setting a tone of respect and competence.

Email Etiquette: the observance and communication of generally accepted standards of sense, grammar and politeness when sending email messages.

Presentation and formality

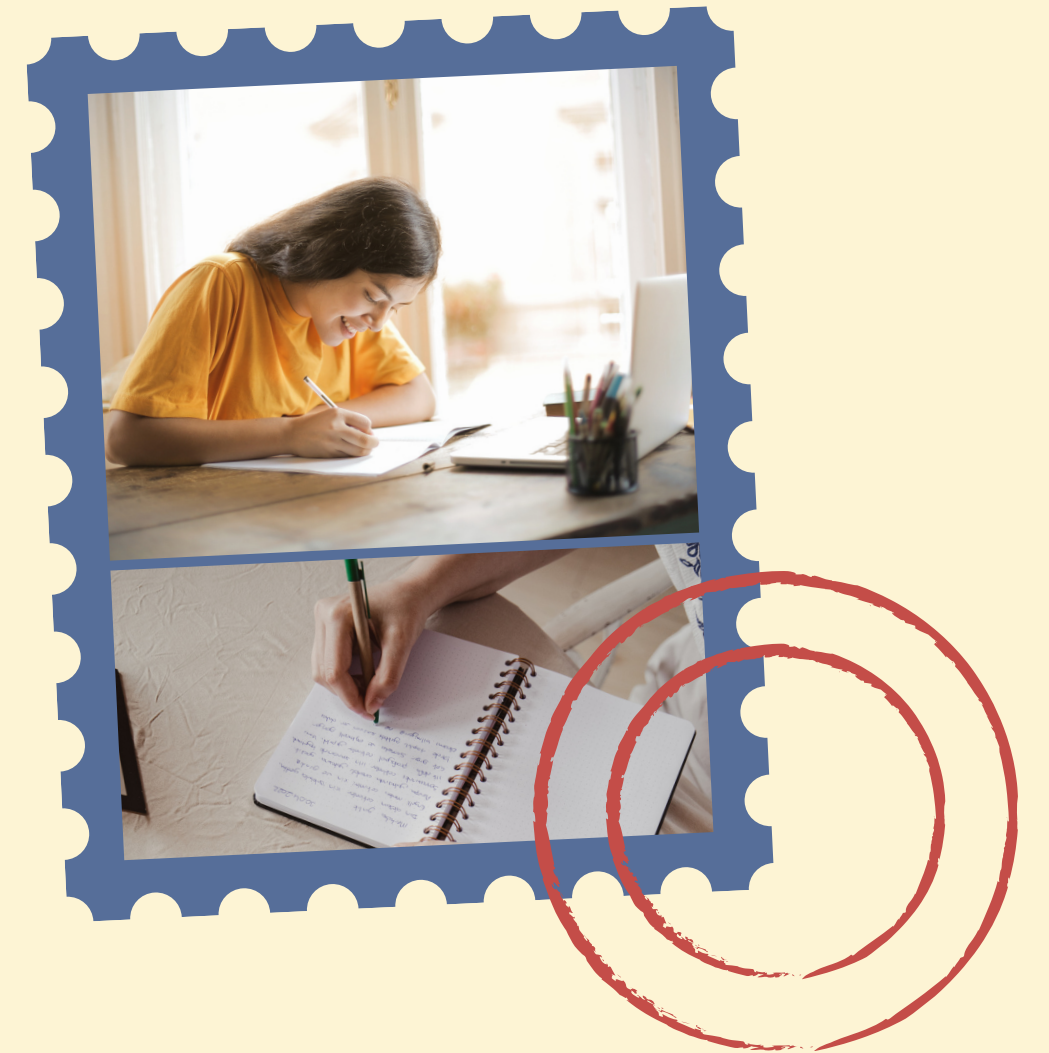
- Your presentation should be based how well you know the person. It is common practice to start simply with the person's name.
- This can be first name, if you know the person, or title and surname if the communication is more formal.
- The less formal 'Hi' or 'Hello' with those you know or who have contacted you initially may be more appropriate.
- Sign off formally or less formally, in accordance with your manner of address (e.g., 'Yours Faithfully' for formally addressed recipients whose names you don't know; 'Yours Sincerely,' for formally addressed recipients whose names you do know, and 'Regards' or a similar casual sign-off for recipients addressed less formally). **Always include your name and student number.**



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2 Use good practice of communication

- be brief and succinct, but warm and polite
- keep things simple and clear, focusing on one subject per message
- write in full sentence
- don't use capitals as this is electronic 'shouting' e.g. HOW ARE YOU???
- use good grammar and punctuation, and check your spelling
- explain what your email is about – never assume recipients already know
- avoid demands for urgent or immediate replies – just suggest an early reply would be appreciated, where this is the case.



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3 Structure your message in a logical way

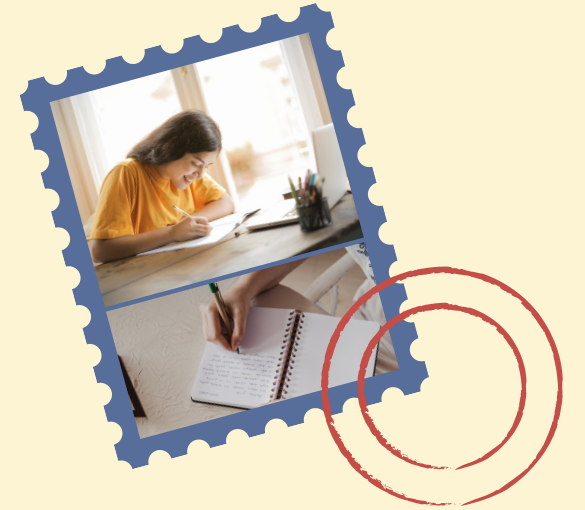
The three-part format below is frequently advised:

- clarify your reason for sending an email
- give the facts
- conclude with appropriate, related actions, proposals or comment, as necessary.

4 Think before sending emails

Email is a blunt and immediate form of communication and thus can be very quickly written, and are easy to send unthinkingly.

- Think about who will be reading the message and how it will be received.
- If you are feeling angry or upset, draft the message, but don't send it.
- Re-read it later, considering your words and meaning more carefully, when you are feeling more rational.



Email Etiquette: the observance and communication of generally accepted standards of sense, grammar and politeness when sending email messages.

5 Make good use of the 'subject' line

- Always use the subject line. Save recipients' time by wording subject lines to give a good sense of the nature, purpose and relevance of the message.
- However, keep subject lines short

6 Use of 'urgent' markers when necessary

- 'Urgency' flagging is useful to draw attention to messages that need to be read quickly, or are important, but should not be used too casually.
- In a similar vein, avoid the routine and unnecessary use of both 'delivery receipt' and 'read receipt' facilities or copying in of others using either cc: or bcc: facilities. **cc and bcc are used to copy multiple people into the email.**



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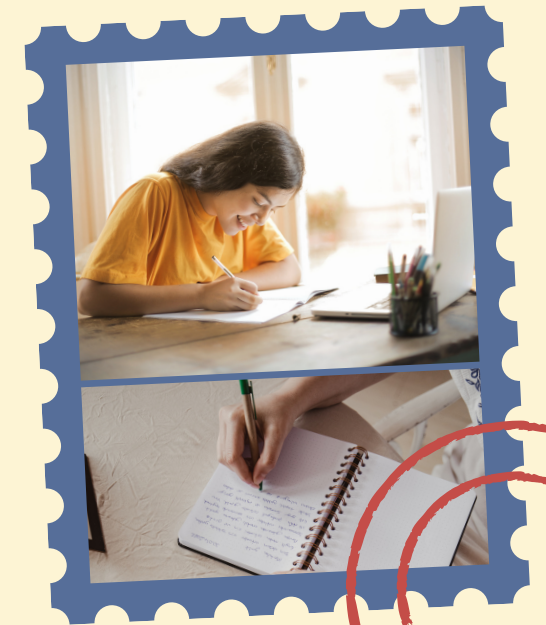
Email Etiquette: the observance and communication of generally accepted standards of sense, grammar and politeness when sending email messages.

! Be careful of what you send

As well as copyright, email is subject to all the other laws covering written communications. These include the legislation on:

- data protection
- freedom of information
- defamation of character
- fraudulent misrepresentation

Messages should be treated as 'instant letters' that could become public. Email etiquette and legal responsibility go hand in hand.



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What To *Consider*



Haste

Replying too quickly to messages that make you angry or upset.

Structure

- using capitals as signifies shouting
- wrong subject can mislead the recipient
- wrong use of urgent feature

Grammar and Spelling

Proofread your email thoroughly or consider using tools for assistance.

Tone and Style

Use an appropriate style
– formal, informal, persuasive, informative
– depending on the context.

Q & A Session

File	Message	Insert	Options	Format Text	Review	Help	Tell me what you want to do						
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Send	From oluwasewa.besidonne@kaplan.com												
	To Dwen Rashid;												
	Cc												
	Subject Inquiry About Exam Schedule												
Dear Dwen, I HOPE THIS EMAIL FINDS YOU WELL! My name is [Your Name], and I am currently enrolled in your [Course Name] class. I have thoroughly enjoyed the semester and appreciate your dedication to our learning. I am writing to inquire about the upcoming exam schedule. I have checked the syllabus and the Virtual Learning Environment (VLE), but I could not find information about the date and location of the final exam. Could you please provide some guidance or direct me to appropriate resources? I understand that you have a busy schedule, and I appreciate your time in addressing my query. Thank you in advance for your assistance. Best wishes/Kind regards/Many thanks, [Your Name] [Your student ID]													



Thank You!

Thank you for your attention.

I would be delighted to hear your thoughts and questions.

