Netiquette

Email
- Frustrations
- Do's and don'ts
- How to be efficient

Summarize
- Group recorder:
  - Frustrations (what bothers you the most)
  - Do's and don'ts (what you would like to change)
  - Efficient email (what works for you)

Frustrations
- Brainstorm — make a list
  - What do you like the most?
  - What would you change if you could?
  - What have you learned? What works?

Email efficiency
- Purpose
- Advantages/Disadvantages
- Methods
- Theme

Purpose
- What outcomes do you want?
- Audience/reader?
People are overloaded

- Be certain your message is worth the time.
  - Do they need this information?
  - Does this action require a response?
  - Do you need fast response?

Good rule, Safe assumption

- Assume the person you are contacting is as busy as you.
- Or assume that person spends less time on email than you do.

Decide if email is the best form

- Many cases call for no reply.
- Do not feel obligated to make trivial email response.
- There may be a better form for response.
  - Letter, memo, phone call, face-to-face meeting
  - Email not good when emotions involved

Use Telephone, speak face-to-face, or write letter to express emotion

- Email is not the medium to use when you are expressing emotion.
  - Anger
  - Frustration
  - Sorrow
  - Joy
  - ???

Advantages

- Email is fast
- Email is easy
- Email leaves permanent trail

Disadvantages

- Email is casual and recipient knows emails do not take a lot of effort (fast and easy)
- Hand written notes, such as thank you notes, sometimes more appropriate.
- Lengthy report is easy to attach, but may be cumbersome for reader to download.
Check email regularly
- Prioritize, establish personal system
- Respond to important messages promptly
- Delete unnecessary mail
- Make use of folders to organize saved email
- Sort and delete files on a regular basis; develop your own system

Pay attention to each line of heading
- “To” Enter email address of person you are contacting (double check for typos)
- “From” Enter your computer or automatically enter your address (keep personal separate from business)
- “Cc” Enter email of contact to receive carbon copy

Signature line: use a template
- Include your full name
- Title
- Always sign your name as well
  - as you would in a letter

When sending to a new contact
- “Test fit” message
- Be certain to invite reply
- Add new contact to address book
- If sending outside your server, ask about format needs

Use a short, definitive subject line
- Subject: be explicit
  - The value of the subject line is indescribable
  - Never use terms “Read, Check this out”
  - There are times when the whole email fits in a subject line
- Example: Thursday’s meeting changed to 9:00am (list complete meeting specs in body)

With new contact, identify yourself with narrative greeting
- Do not rely on your email address in signature template (at bottom of page) to identify yourself to a new contact
- Use a short, short line to identify yourself and your affiliation
- Often you will echo the subject line

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Forwards
- Forwards can carry deadly viruses
- Avoid unnecessary forwards as you would the plague
- Sometimes ok to erase extra trails, headings

BCC: blind carbon copy
- Enter the email address of a contact to whom you want to send a copy of a message without the knowledge of the primary receiver of the message
- Use with discretion - be certain your software is set correctly
- Use for lists or groups, email to yourself
  - Everyone else, too

Be cautious with lists
- Distribution lists, where a user sends copies of a single message to multiple readers are handy because of the number of people they can reach at once.
- However, be careful to protect privacy

Attachments:
- Attachments are useful to retain format
- Software usually has icon - easy to attach file
- Some users prefer to send text files within body of email

Reply:
- Use the reply feature of your software to quickly respond to message
- If you only want the sender to receive message - know your software - do not hit reply all feature
- For the sake of clarity, delete all but the content necessary to give context to your response (erase extra trails, headings)

Focus your content
- Keep emails short, to the point
- Make certain your email is read by listing important information first
- Write your message from the top-down
- Do not over-use email
- Stick to a single subject
- Use a second email with a separate subject line to introduce another subject
Avoid all capital letters

- All caps send an inflammatory message
  - Give false emphasis to words
  - Appears disinterested
  - Spoils the reading

Format long message

- To keep long messages reader friendly
  - Use plenty of white space
  - Separate paragraphs, be brief and concise
  - Eliminate key points or use section headings
  - Make use of bullet points
  - Streamline message, keep correct, straightforward
  - Request response with key phrase: Response requested

Use complete sentences

- Follow normal conventions of effective paragraph writing
- Standards for good sentence and paragraph structure apply
  - One word per line or sentence or, if you can't be a question
  - Always proofread
  - Don't be lazy—you cannot retrieve, once said

Use wisdom when emailing

- Be sensitive to who might read email
  - Email is extremely possible, more so than letters or memos
  - Always use email to email confidential, sensitive, or damaging information
  - Work-related email messages create permanent record—keep content accordingly

Fit your tone to the circumstance

- Choose words carefully
  - Most circumstances call for a blend of professional and personal style
  - Email creates a permanent record—write and interpret messages with discretion

Be careful not to sound abrupt

- Email can be more inflammatory than written letters or memos
  - Be careful with the use of exclamation marks
  - The tone of email can get distorted—short, concise sentences that make-up email can come across rude and abrupt
  - Example: "I need immediate help with this..."
  - Instead be courteous—"Do you have time to help?" (same number of words)
**Never email when angry**

In haste, you may have received or misinterpreted something out of context. Do not reply in haste. Make sure you have all the necessary information. Again, once sent, never retrieved, permanent record.

**Avoid flaming**

Flaming is responding to the email of others in an inflammatory way, often in an inflammatory way.

**Lingo**

- U: you
- Brb: be right back
- U: you are
- Thl: Talk to you later
- Jtyk: Just thought you would like to know
- #: you have to smile

**Learn the lingo to use with regular contacts**

Examples:
- BFY: by the way
- FYI: For your information
- FAQ: Frequently asked questions
- RFT: request for comments

**Use proper punctuation marks**

- The underscore character should be placed before and after any text you wish to underline._underscore_.
- Use asterisks around words you wish to italicize.*asterisk for emphasis or because they are foreign terms.*

**Return messages**

- If you receive a message by accident, return to sender.
- The electronic medium makes it easy for mistakes to occur. Be forgiving.
Proofread
- Don't allow the seeming informality of email to cause you to be sloppy about punctuation, spelling and proofreading.

Email conventions change rapidly
- Listen.
- Read.
- Be aware.
- Stay informed.

Managing incoming email
- Prioritize.
- Know your company's system, style.
- Create your own personal system.
- Know your contacts (do you need a junk address?)
- Delete forwards and spam.
- Use software for extra control.

How to stop unwanted email
- Do not reply to trivial messages.
- Remember, it is ok to ignore email.
- Do not forward unless there is a specific purpose.
- Make use of software, examples, spam blockers, key words, etc.
- Install a trusted anti-virus software.

Avoid Spam; don't overuse email
- Do not abuse or over-use priority or high-priority tags.
- Remember the boy who cried "wolf" and use email sparingly with busy people.

Establish a junk email address
- If you do not want a contact to email you at work or at home, or at all......
- But you do not want to be rude.
- Or, an email address is required.
- Establish a free, email account (yahoo, com, hotmail, co.uk, for example), to give to nuisance e-mailers.
- Simply try every couple of weeks.
Portions of this information were adapted from:

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  College of Earth and Mineral Sciences, Pennsylvania State University
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Thank you

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