

EMAIL ETIQUETTE

What is etiquette?

Etiquette is a code of behavior that defines expectations for social behavior according to contemporary conventional norms within a society, social class or group.

Why is email etiquette required?

- Professionalism: by using proper email language we can project and enhance professional approach to all external stakeholders, and it refines the culture on communication amongst employees, ensuring clarity in all internal communication.
- Effectiveness: emails that get directly to the point are much more effective than poorly worded emails.

FRAMEWORK OF THIS DOCUMENT



WHY TO SEND EMAIL?

Emails are normally sent for sharing of information/knowledge or seeking an action from the reader. The action may be clarification/request/instructions for executing work etc.

- Whenever an email is sent for sharing information, no reply is expected from the reader.
- **Response by reader/sender when action called for:**
 - Where an email requires action, make sure that the email is answered **within 24 hours**. Sometimes it may not be possible for the receiver to immediately act. In such situations, it is desirable for the receiver to merely respond to the sender as to when he/she would be in a position to initiate action. This kind of response will also help the sender as he/she need not spend time to follow up for action in the absence of any response from the receiver.

- There may be a delay in viewing the mail by recipient. Therefore, it is advisable to follow up an email with a phone call, particularly for urgent and/or critical subject matters which can ensure a quick response from the receiver.
- **Appointment/meeting:** If the sender is seeking an appointment or meeting request:
 - It is always advisable to plan meetings at least 24 hrs in advance so that the attendees also can plan their schedules and activities accordingly
 - Recipient should communicate to the sender by 'Accepting' or 'Declining' the meeting request. While 'Declining' a meeting request, sender should communicate the reason. If the proposed meeting is within a small group, alternate date/time can be suggested
 - If there a situation to invite for a meeting at a short notice, there may be a delay in viewing the meeting request by reader. Therefore, it is advisable for the sender to follow up the meeting request with a phone call
 - Wherever possible, use Microsoft Teams OR Skype for Meetings so that Screen Sharing and Video calling facilities can be availed to have effective meetings

WHAT TO SEND IN EMAIL?

Email Content:

- While composing email, sender should place himself/herself in the position of the receiver and perceive what information/data he/she would look for. This will ensure clarity in communication.
- If the content is just information to be sent to all employees, ensure that the information is authentic and validated.
- If the content is for the recipient to take action, it is better to explain with examples wherever relevant. This will help to ensure clarity in the action expected, preferably with target date.
- The email needs to be concise and precise.

Subject Line:

The subject heading should be chosen carefully. A clear and specific subject heading will help the recipient know briefly what the message is about. The words 'Urgent' and 'Important' **should NOT be used** in the subject field. The following two abbreviations are widely used.

- **FYIP – (For Your Information Please)** use for emails where the recipient needs to know information contained in the email and does not need to act.
- **FNAP – (For Necessary Action Please)** use for emails where the recipient has to carry out appropriate action

Attachments:

- Large files can quickly fill up email boxes. Therefore, it is advisable not to attach unnecessary files.
- Whenever we forward an email, we should make sure not to forward attachments which may not be necessarily needed by the recipient.
- WinZip is to be used for reducing the size of the attachment; wherever large files are required to be sent. Alternatively, such files can be saved on a common share drive, sending only the hyperlinks to the documents in the mail. The sender can take the assistance of the IT team to know how to store the file in common share drive.

Signature Template:



User Name

Department - Designation

Polyhose India Pvt Ltd

1/119, Kelambakkam – Vandalur Road |
Pudhupakkam
Chennai, Tamilnadu – 603103

P:

M:



Out of Office

At the time of proceeding on leave/tour, with restricted or no access to email, the 'Out of Office' function should be activated. In the message, it is advisable to mention the alternate contact person who can be contacted for any requirements in the department/function. Those needing assistance to activate 'Out of Office' function can contact IT team.

Delivery Options:

The mail delivery options like 'Importance', 'Delivery report' and 'Delivery priority' need to be used only judiciously, based on the importance and criticality. This is not to be used as a default option for all the mails.

WHOM TO SEND:

Right audience should be targeted. It is **advisable to restrict using group email ids** only where we are sure that all the members in the group need to receive the email.

Use the following correctly:

- To - Use the 'To' field for all those who need to carry out some action or other.

- Wherever action expected by a receiver better to use only 1 recipient in “TO”, in case of multiple actions, may be 2 or 3 at the maximum.
- Cc –Use 'Cc' field for those who are merely required to know the content of the email
- Usage of ‘BCC’ should be strictly avoided. Instead, a mail forward can be opted to post the communication. This is to ensure transparency across the organization

DO NOT use “reply all” option, unless the reply is relevant to everyone in the email list.

HOW TO SEND EMAIL:

- Make sure the e-mail includes a courteous greeting and closing. Helps to make the e-mail not seem demanding or terse. (e.g.: “Dear Sir / Madam”, “Hello <Name>”)
- Check for the spelling and formatting
- Make sure the name of the recipient is spelled correctly
- Do not type in all caps. That's yelling or reflects shouting emphasis. Typing emails in all small case gives the perception of lack of education or laziness.
- You may use different color or highlighter for highlighting the points. On a general note we should avoid using RED color, particularly those seeking action, as it signifies shouting at the reader.
- Start a fresh email thread for every new topic and never use an old email to hit reply and start typing about an entirely new topic.

Checklist before sending email

- Ensure right recipients are marked
- Use a meaningful subject heading
- Ensure the content is concise and precise. Reread the email before sending
- Take care of abbreviations
- Ensure the mail is with right formatting
- Check the spelling, grammar and punctuation
- Ensure whether we need to attach any documents

HAPPY EMAILING EXPERIENCE