Business Communication

Five minutes of communication can save a year's worth of turmoil and misunderstanding.

Joyce Meyer

Business Email Etiquette

- General guidelines
  - Pretend your email is on company letterhead
  - Use common courtesy. Hello, Thank you, etc.
  - Use a signature file, but keep it to only a few lines
  - Respond promptly to show that you care
  - Never address confidential content in an email

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Business Email Etiquette

- Formatting
  - Use black text, standard fonts, and full words and sentences (no text language)
  - 10 or 12 point font, easy to read style
  - Embedded images (logos, emojis, etc) can cause email to be filtered and treated as spam
  - Special formatting, fonts, colors may not translate the same in the readers' system
  - Clear and concise subject line
  - Limit use of exclamation points and all-caps
  - Use proper grammar

Business Email Etiquette

- Replying to an email
  - Use the "reply all" button with discretion
    - Verify who is included
    - Send only to those that need to know
    - Make sure we all know you are addressing the request
  - Consider the length of the string and if the entire string is necessary to include.
  - Always start a new email if it is a new topic

And, Finally…

- Enter the "to" last so message can't be sent accidently
- Don't use humor or sarcasm – may not translate well
- Proofread before you hit send
- Avoid the "one-liner". Your message should be able to stand alone without referring to previous emails or conversations
- Never give a quick response in anger or frustration. Save as a draft and come back later and formulate an appropriate response.
  ◦ Better yet, give the person a call or set up a meeting
- Email correspondence lasts forever

Click on the link below to take the quiz for this session.

QUIZ

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