

Email Etiquette: Tips and Tricks

It is difficult to notice the nuances of email etiquette when you're just starting out. However the day you have 20+ unread messages in your inbox on a rolling basis, you will greatly appreciate how important these standards of correspondence are. They go a long way in getting you what you set out to do and create a professional, considerate and friendly impression along the way. Develop these skills now and set yourself up for success!

General tips:

- **Keep it short & simple:** It's always a good idea to step away from the email, come back to it and see how it could be shorter -- the fewer words the better.
- **Initiation:** Your request goes at the top, not the bottom! Focus on your objective.
- **Responding:** When you receive an email in a professional capacity, be sure to respond promptly, within twenty-four to forty-eight hours is ideal, and in a professional manner. Further, if multiple people are on the email chain it's good to "reply all" instead of directly to the initial sender.

Reaching out:

- **Level of Formality:** You want to always communicate as if your email is being written on your organization's letterhead and that it is part of your personal branding. If you wouldn't use certain language in a cover letter, do not use it in an email. Initially, you want to assume the highest level of courtesy (e.g. Dear Ms. Jones). You will be able to pick up on whether to use a more relaxed tone by how contacts approach you.
- **The Subject Field:** Whether generic or custom, you want to ALWAYS have a subject that clearly indicates the topic or objective of the email. Not having one is unprofessional.
- **Signing off:** Always sign with your full name and a phrase like "kind regards" or "thank you." Once you are more familiar with the recipient, you can use just your first name.

Following Up: Do not be shy about following up. It is more likely they will appreciate the reminder than be annoyed at your persistence. Polite persistence is the name of the game.

Post-Interview Follow Up example:

Dear (NAME),

I hope this finds you well. Thank you again for the opportunity to interview. It has been (NUMBER) weeks since we last spoke about (YOUR COMPANY)'s (TITLE) position. At that time, you mentioned you would be making a decision soon. As I have not yet heard back from your company, I am unsure if I am still under consideration for this position or if the position has been filled. If the position is still open, I would like to again express my interest in working with you at (COMPANY). If you have questions about my qualifications or would like additional materials from me, please do not hesitate to reach out.

Best Regards,
(YOUR NAME)