**Email**

**When to use**

1. When it is necessary to send information to *many* people
2. When *copy* of instructions is needed by the receiver and the sender
3. When sent to a *distance* and it is *cheaper* to communicate via email than voice
4. When unable to get the person in *voice contact* for time or distance reasons
5. When sending a *file attachment* for perusal

**When not to use**

1. When *emotionally* responding to a message
2. When sending *confidential* information
3. When message can be *misinterpreted* - avoid irony and tongue in cheek messages
4. When it can be used to incriminate you at a *later* stage. Email can be stored somewhere and used later for what knows what.
5. When you need to make an *impact*
6. When the recipient is just down the *passage*
7. When you want an *immediate* response
8. When you need to *negotiate* or ask questions
9. When information is *complex* and will require repeating or illustrating

**Subject line**

1. Needs an *informative* subject in the Subject line. Never have a blank line or the words ‘Hello’.
2. Needs clear subject for *filing* or putting into folders
3. Those without a subject in Subject line *should not* be opened.
4. Those with poor subject should also *not* be opened – fear of virus/spam.
5. Keep subject in Subject line *short*
6. Use *one subject/topic* per Subject line

**Subjects of email message**

1. Need one *subject per email* for filing or putting into folders. Brain cannot take more than one subject per message

**At end**

1. Need *full name* at end
2. Need *email address* at end, as email address at the top is often converted to unreadable format

**Language/Style**

1. Avoid using *all upper case* or all lower case
2. Use upper case to indicate headings
3. Use *short clear* sentences
4. Use *correct* grammar and spelling
5. Use correct tone – rather formal than familiar
6. Think of your *relationship* with recipient, subject of letter and the purpose of email

**Urgent**

1. Try *not* to use *Urgent features* unless absolutely necessary.

**Recipients**

1. *Limit* distribution – less equals more

**Forwarding**

1. Forward with own note with forwarded mail telling recipient *why* sent

**Spam**

1. Use *filter*
2. *Delete* it
3. Do *not respond* or ask to be removed from mailing list

**Signature**

1. Give *contact details* and link to personal URL so that identity can be verified and reader knows who the sender is.
2. *Length* should be no more than 5 lines – people pay for downloads.
3. Do not give *personal/home* contact details.

**Attachments**

1. Mention in email what files are attached.
2. Give names and short description of attached files.
3. Try to send one attachment per email.
4. Try not to send a file greater than 500 kbs. (Upload large files to an ftp site or web site for downloading or zip them.)
5. Mention in a different email that attachments will be sent or were sent with full details.
6. Attachment should in a format which is readable by the recipient, such as PDF.
7. Keep names of attachments short and clear. (Some email systems do not like long names.)

**Mailing lists / Group lists**

1. Reply selectively
2. Forward selectively
3. Maintain confidentiality - When responding to a mail from a recipient in a group, be careful that a personal response is not sent to the whole group
4. Omit long list of recipients – set to hide list of recipients

**How to write an email**

1. Decide on the focus – Instruction or Information. That will determine the way of writing.

**Managing files**

1. Check mail daily
2. Delete as soon as possible
3. Download to hard drive
4. Archive frequently
5. Archive for a specified period
6. Respond emails meant for you.
7. To those receiving emails sent via a mailing list – you do not HAVE to respond