

EMAIL ETIQUETTE

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OVERVIEW

- Importance of email etiquette
- Basic rules
 - formatting
 - attachments
- Sample email messages
- Listservs



WHY IS EMAIL ETIQUETTE IMPORTANT



Good communication skills

- part of succeeding on the job
- help you make a good impression
- more likely to receive a response

BASIC RULES OF EMAIL COMMUNICATION



- Direct language can sound harsher in emails than in person
- Use proper written, not spoken language
- Do not assume that reader will “get” a joke or understand sarcasm
- Be thoughtful and respectful in what you write
- Do not make demands
- Choose your words carefully

BASIC RULES OF EMAIL COMMUNICATION

- Assume everything you write is a public document
- Avoid talking about other people in an email message
- Use proper grammar and sentence structure (SPELL-CHECK)
- Do not expect or DEMAND an immediate response
- Reread message before sending (rephrase, if necessary)



BASIC RULES OF EMAIL COMMUNICATION

- Always include the following
 - proper subject line
 - greeting
 - introduction (if necessary)
 - request
 - thank you / closing remark
 - signature



Proper Subject Line

- Keep it short
- Place the most important words at the beginning
- Eliminate filler words
- Be clear and specific
- Keep it simple and focused
- Personalize it with the recipient's name or library name
- Don't start a sentence that you finish in the body of the email
- Do not use ALL CAPS
- Make sure you reread the subject line

GREETINGS (TO USE)



- Hello,
- Greetings,
- Dear Sir or Madam
- Dear Mr./Mrs./Ms.,
- Hi,

GREETINGS (TO AVOID)

- Yo,
- Hey!
- Happy Friday!
- All,
- To whom it may concern,



INTRODUCTION

- My name is _____, and I am the Library Director at _____ County Public Library.....
- My name is _____, I'm a Kentucky public library employee.....
- My name is _____, I too work in continuing education.....



REQUEST

- I am working on my annual summation and I have a question about how to add up the contact hours for the KPLA conference.
- I recently watched the archived webinar on the Basics of Kentucky Public Library Certification and I have a few questions regarding initial certification.
- I attended the E-rate for Everyone webinar last week but have not received my certificate of attendance yet.

CLOSING REMARKS



- Thank you,
- Thanks,
- Thank you in advance,
- Thank you so much for you time,

SIGNATURE



- Limit to 3-4 lines of text
 - Name
 - Title, Company
 - Phone number / website
 - Social Media icons

BASIC RULES OF EMAIL COMMUNICATION



- If you receive a confusing or unclear email message
 - give the writer the benefit of the doubt
 - ask politely for clarification
 - suggest discussing that matter in person

SAMPLE EMAIL MESSAGE

New Message — ↗ ✕

Recipients


Subject

DEAR **MADMAN** OR SIR,

PLZ TAKE THE TIME OUT TO READ THIS EMAIL. I KNOW U WIL LUV IT! IT HAS SEVERAL EXAMPLES OF WHAT IS NOT GOOD EMAIL ETTIQUETTE. 😊 LOT OF PEOPLE MAKE THESE MISTAKES. WHEN YOU'RE FINISHED WITH IT PASS IT ALONG TO 30 OTHER PEOPLE AND THEN READ THE TIPS BELOW ON WHAT IS GOOD EMAIL ETTIQUETTE. THANK U.

Send A | 📎 + Saved 🗑️ | ▾

SAMPLE EMAIL MESSAGE

 Send	To...	
	Cc...	
	Subject	webinar

how do I get credit for the webinar I attended|

SAMPLE EMAIL

My name is Valerie and I am the outreach librarian at the Walton County Public Library. I started in this position two months ago and my director has asked that I contact you regarding certification. I have a few questions for you about certification as I am unsure as to where to begin. Any insights that you could provide regarding the certification process will be greatly appreciated.

Looking forward to your reply.

Thank you,

Valerie

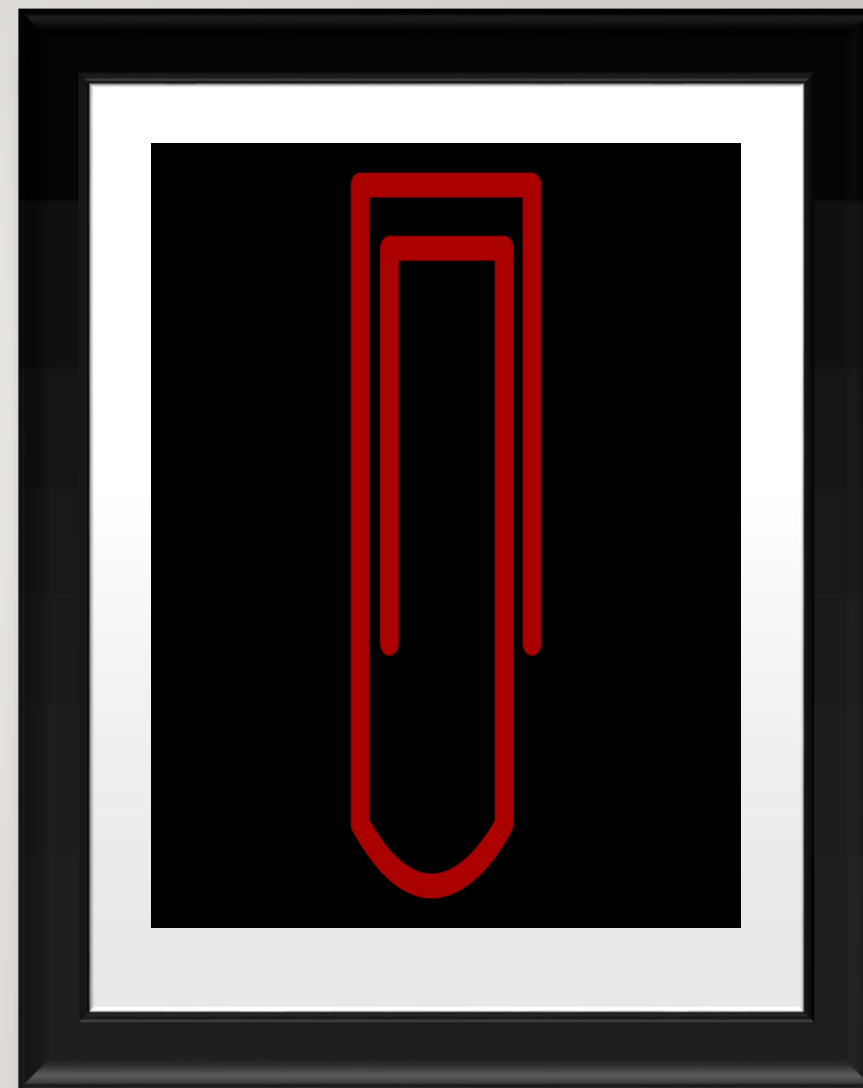


GENERAL FORMATTING

- Setting up an email address
 - **eyelik2partaaaaaaaaay@yahoo.com**
 - **ThomasB@juno.com**
 - **Firstname.Lastname@hotmail.com**
 - **Alincoln@gmail.com**



ATTACHMENTS



ATTACHMENTS

- Great way to pass along information
 - Share sample policies / procedures
- Send a copy “for your files”
- File size
 - May need to contact receipt ahead of time
- Please note:
 - SKM_C30878092210090.pdf
 - ValerieEdgeworthSummation.pdf



LISTSERVS



LISTSERVS



- Collective brain trust
- Reach multiple people at once
- Manage lists / sort by audience
- Reply to sender vs. Reply all

“They may forget what you said, but they will never forget how you made them feel.”

-Carl W. Buechner



QUESTIONS

