TIPS FOR EFFECTIVE EMAIL COMMUNICATION

1. **Include a clear, direct subject line.** The recipient should be able to tell exactly what the email is about by reading the subject line. ("Request to use fellowship hall next Friday" is a much better subject line than "Quick question…")

2. **Sign your name.** This is always important, but even more so if your email address doesn't clearly state your name (brianwyatt@fpcelizabethton.org may clearly communicate the sender, but beerlover12@yahoo.com does not. Always err on the side of extra clarity)

3. **ALWAYS double check the 'TO' line.** Know who your email is going to. Hitting 'Reply All' may include unintended recipients you don't mean to be a part of the conversation. If you're composing a new email, you might consider leaving the 'TO' line blank until the email is ready to send so you don't accidently send a message before it's ready.

4. **Proofread your messages.** Spellcheck helps, but nothing takes the place of quickly reading back over the message before you send it. (Spellcheck will not flag "sorry for the inconvenience" or "sorry for the incontinence" but only one of those is probably something you mean to be sharing with people).

5. **Be clear and concise.** It is better to break up a long email covering several topics into several short emails each covering one topic. Clearly communicate the point of the email, and if a response or reply is requested, clearly state what information you want back. ("Please reply letting me know if you want to paint the fellowship hall BLUE or GREEN")

6. **Stick to classic fonts.** No matter what email service or program the recipients use, fonts like Arial, Georgia, or Times New Roman will display properly for everyone. Unique or proprietary fonts, however, may be illegible for someone whose system doesn't include those fonts. Select a size of 10 or 12 points, and stick with black for the most part. And NEVER use Comic Sans!

7. **Carefully consider your tone and verbiage.** Email doesn't have the benefit of facial and body expressions to help communicate tone. Humor doesn't always translate. Be clear in your request, and remember that manners and politeness are always in vogue.

8. **DON'T SHOUT OR OVERUSE EXCLAMATION POINTS!!!!!** In email, these are both considered yelling, so use both sparingly.

9. **Reply to emails, even if it wasn't intended for you.** This is considered good email etiquette, even if the reply is just to acknowledge that you received the message. If the

email wasn't intended for you, a simply reply of "I don't think you meant to send this to me, and I wanted to let you know so you can get it to the correct person" is very helpful.

10. **Remember that nothing you send in email is confidential.** An email may be accidentally forwarded, or an unintended recipient may be included in an email list you didn't realize. Even if none of those happen, email can be hacked, and nothing on the Internet is ever truly deleted. Be aware of the information you share in email and always consider it more like a postcard than a sealed letter.

11. **Go back and double check the 'TO' line.** Yes, it's on here twice, but it's that important. Know who you're sending to, including the CC and BCC lines.