**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 e-mail 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. E-mail 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 e-mail message**

1. Need one ***subject per e-mail*** 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 ***e-mail address*** at end, as e-mail 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 e-mail

**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 e-mail what files are attached.
2. Give names and short description of attached files.
3. Try to send one attachment per e-mail.
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 e-mail 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 e-mail 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 e-mail**

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 e-mails meant for you.
7. To those receiving e-mails sent via a mailing list – you do not HAVE to respond