

Email – Ten Tips to remember

1 – Consider setting up a separate email account to handle job search matters or other professional correspondence. This is especially good advice if your personal email address is quirky or might be considered immature or inappropriate for business communication.

2 - In general, your email messages should include words, not acronyms or slang. Use full sentences, paragraphs, and formatting with space for readability. Leave out the emoticons and use appropriate punctuation.

3 – Use spell checking, read back through, and depending on the level of importance of the communication, consider having another person read the email to check for typos and tone before you hit the send button.

4 – Make good use of the subject line. A concise, to the point subject line may make the difference in whether your email is even read and can help your reader locate it again if they need to. A message with a blank or generic subject line may end up in a Junk or Spam folder.

5 – Set up and use an email signature to make sure the recipient knows exactly who the email is from and alternate ways to contact you if necessary or appropriate.

6 – Put your main point in the opening sentence. Many readers won't stick around for a surprise ending.

7 – Be brief and polite. If the message is longer than two or three short paragraphs consider reducing the message or providing an attachment.

8 – Don't overuse or misuse the "Reply All" or "BCC" options. "Reply All" should be used when others need to follow progress of the conversation thread without actively participating. BCC or "Blind Carbon Copy" should be used when a message is sent to a group that does not know each other and may not wish to share their email addresses with the other recipients. Avoid using BCC to sneak an anonymous observer into a conversation thread without knowledge of other parties. Think how you would feel about this practice.

9 – In general, it is best not to dash off an email when you are in an emotional state. Do not include anything in email correspondence that you would be embarrassed by if it were found laying on your desk. Do not take for granted that email is or will be kept private.

10 - Finally, reply promptly to serious messages. If you need time to collect information or make a decision, send a brief response acknowledging the email and explaining the delay.