EMAIL ETIQUETTE (NETIQUETTE)

Definition

Netiquette, or network etiquette, is concerned with the "proper" way to communicate in an online environment.

Why do you need email etiquette?

A company needs to implement netiquette rules for the following three reasons:

➢ Professionalism: by using proper email language your company will convey a professional image.

➢ Efficiency: emails that get to the point are much more effective than poorly worded emails.

➢ Protection from liability: employee awareness of email risks will protect your company from costly law suits.

Tips for Netiquette

1. **Don't shout at people or threaten them.**
   Capital letters, (UPPERCASE), or oversized fonts are considered to be shouting (even threatening) online. Ask yourself, 'if I was talking to the recipient face to face, would I be raising my voice to them?'

2. **Provide a meaningful subject line.**
   Make the Subject line summarise the body of the e-mail. This will help the recipient(s) know what the e-mail is about and efficiently manage their email.

3. **Spell check and proofread all written internet communication.**
   Errors may reduce the credibility of the message and the sender/organisation. Use spell check as it will make your message clearer and easier to read.

4. **Be concise.**
   Keep messages as brief as possible, succinct, and to the point. Your impact will be greater. Remember, many users don't have unlimited Internet time.

5. **Don't assume any Internet communication is completely secure.**
   "Never put in a mail message anything you would not put on a postcard".

6. **Do not send abusive or heated messages (flames).**
   If your email is emotionally charged, walk away from the computer and wait until the next morning to see if you feel the same before clicking Send. Review the Sender's email again so that you are sure you are not reading anything into the email that simply isn't there. If you receive a flame, it is best to ignore it.

7. **Do not send SPAM or chain letters.**
   SPAM is posting or emailing unsolicited email, often advertising messages, to a wide audience (another way of thinking of it is electronic junk mail).

8. **Use virus protection.**
   Be sure your virus, adware and spyware programs are up to date and include scanning of your emails and attachments (both incoming and outgoing). Never open an attachment from someone you don't know as these may contain viruses. Keep in mind that virus warnings received from others are generally hoaxes. [Check: Symantec's Virus Hoax Page]

9. **Use BCC.**
   If you must forward or send to more than one person, put your email address in the TO: field and all the others you are sending to in the BCC: field to protect their email address from being published to those they do not know.

10. **Avoid using Reply All.**
    Reply all will give your response to everyone the original message was sent to and many of them may not be interested. In most cases replying to the sender alone is your best course of action.