

### Why do you need email etiquette?

A company needs to implement etiquette 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.

### What are the etiquette rules?

There are many etiquette guides and many different etiquette rules. Some rules will differ according to the nature of your business and the corporate culture. Below we list what we consider as the 32 most important email etiquette rules that apply to nearly all companies.

## 32 most important email etiquette tips:

1. <a href="#">Be concise and to the point</a>	19. <a href="#">Do not forward chain letters</a>
2. <a href="#">Answer all questions, and pre-empt further questions</a>	20. <a href="#">Do not request delivery and read receipts</a>
3. <a href="#">Use proper spelling, grammar &amp; punctuation</a>	21. <a href="#">Do not ask to recall a message.</a>
4. <a href="#">Make it personal</a>	22. <a href="#">Do not copy a message or attachment without permission</a>
5. <a href="#">Use templates for frequently used responses</a>	23. <a href="#">Do not use email to discuss confidential information</a>
6. <a href="#">Answer swiftly</a>	24. <a href="#">Use a meaningful subject</a>
7. <a href="#">Do not attach unnecessary files</a>	25. <a href="#">Use active instead of passive</a>
8. <a href="#">Use proper structure &amp; layout</a>	26. <a href="#">Avoid using URGENT and IMPORTANT</a>
9. <a href="#">Do not overuse the high priority option</a>	27. <a href="#">Avoid long sentences</a>
10. <a href="#">Do not write in CAPITALS</a>	28. <a href="#">Don't send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks</a>
11. <a href="#">Don't leave out the message thread</a>	29. <a href="#">Don't forward virus hoaxes and chain letters</a>
12. <a href="#">Add disclaimers to your emails</a>	30. <a href="#">Keep your language gender neutral</a>
13. <a href="#">Read the email before you send it</a>	31. <a href="#">Don't reply to spam</a>
14. <a href="#">Do not overuse Reply to All</a>	32. <a href="#">Use cc: field sparingly</a>
15. <a href="#">Mailings &gt; use the bcc: field or do a mail merge</a>	
16. <a href="#">Take care with abbreviations and emoticons</a>	
17. <a href="#">Be careful with formatting</a>	
18. <a href="#">Take care with rich text and HTML messages</a>	

### How do you enforce email etiquette?

The first step is to create a written [email policy](#). This email policy should include all the do's and don'ts concerning the use of the company's email system and should be distributed amongst all employees. Secondly, employees must be trained to fully understand the importance of email etiquette. Finally, implementation of the rules can be monitored by using [email management software](#) and [email response tools](#).