# Effective Email Etiquette

How to Ensure Your Messages Are Understood

Presented by Doug Crane Director, Palm Beach County Library System



# How Many Emails Do You Send at Work per Day?



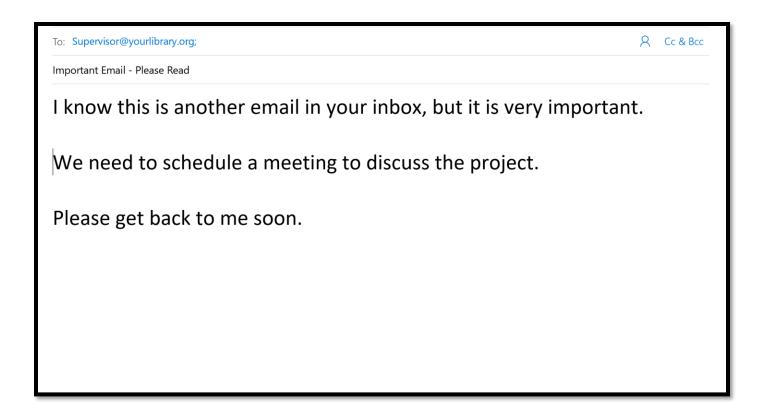
# What are Your Biggest Concerns Regarding Work Email?





Cover of I Survived Another Meeting That Could Have Been An Email: A (Not) Safe For Work Journal

#### Don't Send that Email ... Unless you Have To!



#### Send or Don't Send

#### Good Reason to Send an Email?

- Building is on fire
- Requesting a meeting
- Sharing thoughts on the football game
- Sending out a brief policy update
- Requesting numbers for the monthly statistics report

#### Good Reasons for an Email



- Routine Communication
- Documentation
- Scheduling and Coordination
- Formal Communication

#### Not-So-Good Reasons for an Email



- Urgent Communication
- Sensitive or Confidential Matters
- Complex Issues
- Negative Feedback

# Scintillating Subject Lines



- Hey!
- Branch Meeting Time Update
- Maybe a Concern
- Agenda Item 3N1 for BCC Meeting
- Check out this great video!

# Tips for Great Subject Lines



- Clear and Specific
- Use Action Words
- Personalize Where Possible
- Highlight Benefit or Value
- Mindful of Tone

# **Avoid Enormous Emails**



To: Supervisor@yourlibrary.org;

A Cc & Bcc

Please Review My Full Book Draft - See Below - Thank - Charles Dickens

Book the First -- Recalled to Life

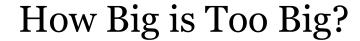
Chapter I The Period

It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way--in short, the period was so far like the present period, that some of its noisiest authorities insisted on its being received, for good or for evil, in the superlative degree of comparison only.

There were a king with a large jaw and a queen with a plain face, on the throne of England; there were a king with a large jaw and a queen with a fair face, on the throne of France. In both countries it was clearer than crystal to the lords of the State preserves of loaves and fishes, that things in general were settled for ever.

It was the year of Our Lord one thousand seven hundred and seventy-five. Spiritual revelations were conceded to England at that favoured period, as at this. Mrs. Southcott had recently attained her five-and-twentieth blessed birthday, of whom a prophetic private in the Life Guards had heralded the sublime appearance by announcing that arrangements were made for the swallowing up of London and Westminster. Even the Cock-lane ghost had been laid only a round dozen of years, after rapping out its messages, as the spirits of this very year last past (supernaturally deficient in originality) rapped out theirs. Mere messages in the earthly order of events had lately come to the English Crown and People, from a congress of British subjects in America: which, strange to relate, have proved

#### **Enormous Emails**



- Less than 100 words
- Up to 500 words
- No more than 1000 words
- Up to 5000 words
- There is no upper limit to the length of an email

# Tips to Keep Email Concise





- Use Paragraphs and Bullets
- Avoid Information Overload
- Use Hyperlinks
- Closing and Call to Action
- Proofread and Edit

# To CC or BCC – That is the Question



To: Supervisor@yourlibrary.org;	2
Cc: Librarian1@yourlibrary.org; Librarian2@yourlibrary.org; Librarian3@yourlibrary.org; Librarian4@yourlibrary.org;	8
Bcc: LibraryDirector@yourlibrary.org; Governor@yourstate.gov; President@Ovaloffice.gov; UNSecretaryGeneral@unitednations.world.gov;	2
Call A Meeting	
It is very important that we call a meeting right away. It needs to involve all the higher-ups to discuss a situation critical, even world changing importance.	n of
Please let me know if you are available on Tuesday at 1 pm.	

#### TO, CC, or BCC

#### Should they To, CC, or BCC

- Sending to the committee to arrange the next meeting
- Sending an all organization email
- Responding to an email from the Manager sent to twenty people
- Including supervisors in responding to a public complaint
- Writing to the local newspaper reporter about their public records request

# Best Options for the CC



- Informational Purposes
- Keep Multiple Parties in the Know
- Keep a Record
- Include Supervisors or Manager

# Best Options for BCC



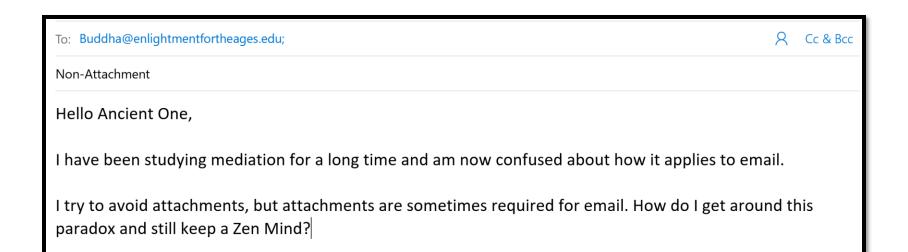
- Privacy or Confidentiality
- Avoid "Reply All" Confusion
- Introducing New Contacts
- For Sensitive Matters

#### To CC or BCC –Considerations



- Ethical Use
- Recipient Expectations
- Company Policies
- Reply and Forwarding

#### Be Mindful of Attachments



# Mindful Attaching

#### What is Acceptable to Attach?

- Weekly Meeting Agenda
- Personal Vacation Photos
- PDF of an Update Policy
- 200 page high resolution PDF of a Contract
- Everything is fair game for an attachment

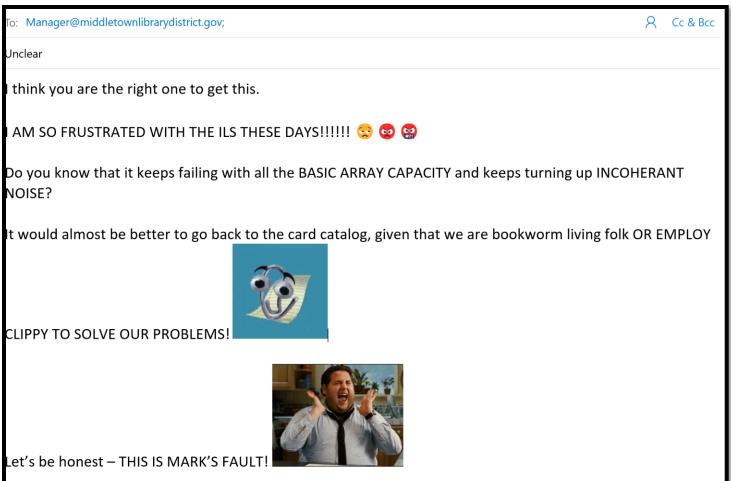
#### Be Mindful of Attachments



- File Size
- Relevance
- File Format
- Cloud Services
- Indicate Attachments
- Privacy and Security

# Say What You Mean to Say





# Proper Tone



- Facts/Data
- Humor
- Sympathy
- Logical Thought
- Anger

# Handling Tone in Emails



- Be Polite
- Use Clear Language
- Consider the Recipient
- Use Emoticons Carefully
- Be Mindful of Humor

## Handling Tone in Emails



- Avoid Overusing Capitalization
- Proofread for Tone
- Address Issues Privately
- Know When to Escalate

#### Perils of Public Records



To: ReferenceManager@EIEIOlibrary.edu;

A Cc & Bcc

Thoughts on my coworkers

Following up on our discussion at lunch, here is my definitive thoughts on our coworkers

Joe – Does understand basic research

Mary – Good librarian but can't stand her winey voice

Cindy – She is not cut out to be a children's librarians

Sam – The only one with any sense around here, but his BO is way strong!

#### Public Record



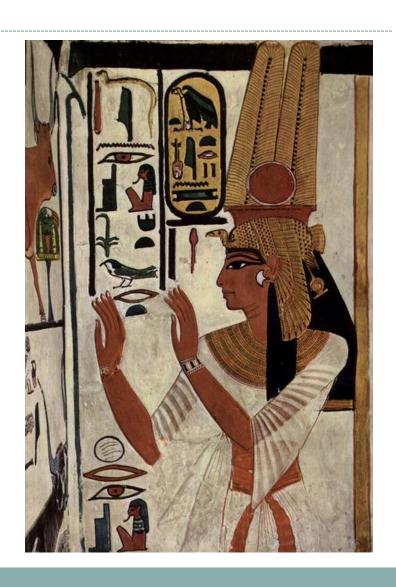
- Policy Changes
- Lunch Menus for the Holiday Party
- Staff Health Updates
- Jokes
- Everything Sent via Email is a Public Record

#### Emails are Set in Stone



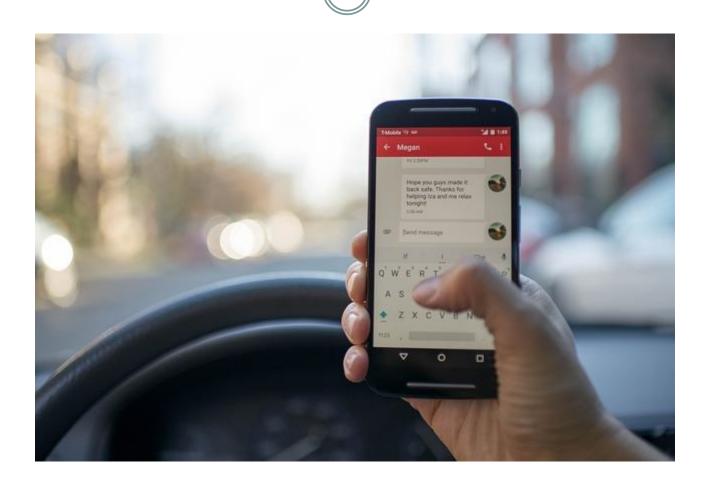
- Know the Company Policy
- Understand the Legal Requirements
- Use Official Email Accounts
- Be Mindful of Tone

#### Emails are Set in Stone



- Include Sufficient Details
- Be Cautious with Attachments
- Use CC and BCC Wisely
- Consult with Legal Experts

# Texting Like the Cool Kids

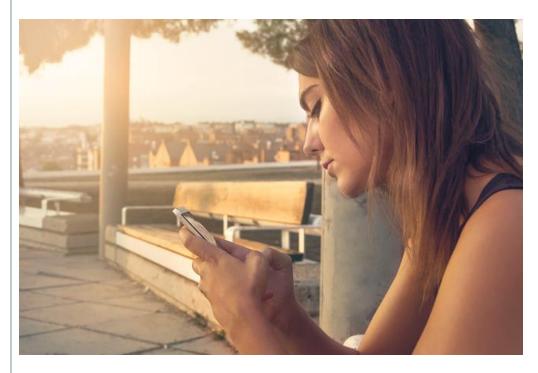


## Terrific to Text?

#### What is Best to Text?

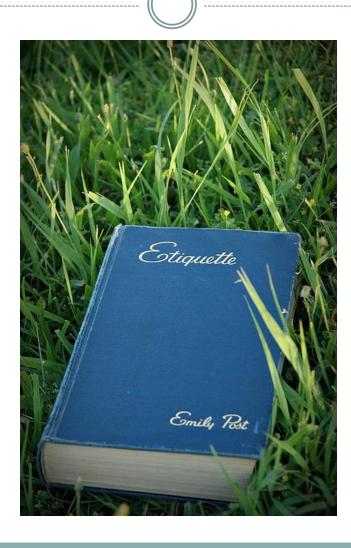
- News Alerts
- Requests for a Quick Phone Call
- Policy Updates
- Agenda for the Staff Meeting
- Everything, because Texts are not Public Records

# Texting Like the Cool Kids



- Urgency
- Brief Communication
- Personal Matters
- Accessibility
- Public Records

# Final Thoughts



#### Conclusion



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