

Direct Hire Associates

E-mail Etiquette

The importance of Netiquette

As one of the primary communication tools in business today, it's important to understand how to effectively and correctly use e-mail. Whether it is your first interaction with a potential employer, a "Thank You" note after an interview, or simply a means of obtaining a written record, what you say and how you say it will affect your chances of landing the job.

Do this:

- Double-check the e-mail address of the recipient: spelling, punctuation marks, etc.
- Use a meaningful subject line that will tell the recipient what the e-mail is about; keep it simple.
- Address your contact with the appropriate level of formality and make sure you spell their name correctly (i.e. "Dear Dr. Jones," not "What's up, Doc!").
- In the first sentence, extend a courteous greeting and inform them who you are.
- Tell them with clear and direct language why you are contacting them.
- Write clear, short sentences that are direct and polite.
- Throughout the e-mail, use standard spelling, punctuation, and capitalization.
- End with a gracious closing and thank them for their time.
- Include your contact information at the end of your e-mail.
- Read your e-mail out loud to ensure the tone is professional and the wording makes sense.
- Proofread it one last time and then hit send.

Don't do this:

- Don't address your e-mail "To Whom it May Concern" if you know the name of recipient.
- Don't include pictures, emoticons, avatars or slang – this is not a text message to your BFF!
- Don't write in ALL CAPS (yelling) or in all lower case (whispering).
- Don't forget to check punctuation, grammar, and word usage. It shows disrespect and thoughtlessness when there are mistakes.
- Don't try to be funny; humor seldom comes across as intended in e-mails.
- Don't include confidential or sensitive information.
- Don't write a never-ending narrative: it's not a novel, it's an e-mail.
- Mind your P's and Q's! Even if you aren't confident that you will get the job, be courteous and appreciative of the recipient's time.

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