Chapter 7
E-Mail Messages and Digital Media

Typical E-mail Messages:
- Requests
- Responses
- Procedures
- Confirmations

Writing Effective E-mails:
1. Follow 3x3 Process.
2. Announces Purpose (in subject line and first sentence).
3. Give details in body.
4. Close with a request, information, summary, or goodwill message.
5. Make sure to include “signature.”
Smart E-Mail Practices

**Getting Started**
- Consider composing offline.
- Type the receiver's address correctly.
- Avoid misleading subject lines.
- Apply the top-of-the-screen test.

**Content, Tone, Correctness**
- Be concise.
- Don't use e-mail to avoid contact.
- Care about correctness and tone.
- Resist humor and tongue-in-cheek comments.

Don't send anything you wouldn't want published or posted on your office door!

**Netiquette**
- Limit any tendency to send blanket copies.
- Never send “spam.”
- Consider using identifying labels, such as ACTION, FYI, RE, URGENT.
- Use uppercase only for emphasis or titles.
- Announce attachments.
- Seek permission before forwarding.
Smart E-Mail Practices

Reading and Replying to E-Mail

- Scan all messages before replying.
- Acknowledge receipt.
- Don’t automatically return the sender’s message.
- Revise a subject line if the topic in a series of messages (a “thread”) changes.
- Provide a clear, complete first sentence.
- Never respond when you are angry.

Smart E-Mail Practices

Personal Use

- Don’t use company computers for personal matters unless allowed by your organization.
- Assume that all e-mail is monitored, even when you connect to your ISP from work.

Smart E-Mail Practices

Other Smart Practices

- Use design to improve readability of longer messages.
- Consider cultural differences.
- Double-check before hitting the Send button.
- Use instant messaging professionally to expand your communication channel choices.
Additional Resources:

- IM and Text Messages
- Podcasts
- Blogs
- Wikis
- Social Networks

Tips for Effective Use:

- Know company policy.
- Watch your mouth.
- Keep it clean.
- Activate privacy settings.
- Follow rules for effective messages.