

Email Etiquette Rules

Purpose:

To describe the rules that should be used when writing or answering email messages. It is known as the code of conduct for email communication

Prerequisite:

- Having email address and license

Who's Responsible:

- All employees with email license

Rules:

- Don't type in all caps
 - It comes across as yelling
- Proofread
 - Spelling
 - Grammar
 - Double check the tone to make sure it is appropriate to the subject matter
 - Be careful of jokes and sarcasm
 - Ensure that if you refer to an attachment, one is included
- Be responsive
 - Make a habit of replying within 24 hours
 - Set out-of-office reminders
- When emailing multiple recipients who don't know each other, don't use the To: or CC: lines
 - It shares contact addresses with strangers
 - If anyone replies to all, it sends response back to everyone in the initial email
 - Use the BCC line, then no one will be able to reply to all or see others' addresses
- Add the To: line last
 - This removes the possibility of sending an incomplete email
 - Only add contacts when the email is completed
- Keep the subject lines focused, personal, and show the value or urgency of reading
- Keep it brief
 - Don't clump information into long paragraphs; instead, write in succinct points and make them stand out through spacing and bullets
- Don't attach large files/video to email
 - Files/videos could carry viruses
 - Use file sharing to store these items to the cloud and share them via a link to the uploaded file

- Include clear next steps or expectations of your email
 - Include a signature with the JRE brand with it
 - Keep private material confidential
 - Don't overuse exclamation points
 - If forwarding emails make sure to clean them up and include the original idea
 - Use acronyms sparingly
 - Double check to make sure the correct person/people are being sent the email
 - Avoid 'Reply to All'. Make sure everyone needs to see the response before choosing this option
 - Include a friendly greeting and closing
 - Listing someone in the "To" field means you expect a response. A CC means you are keeping them in the loop on your message to others
 - Use proper sentence structure, capitalization, punctuation, and limited or no emojis
 - Use legible font types, avoid too many different font colors
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