

Effective emailing BY Sandhya



The E-Blunder....

- Back in September 2009, social media advertising and applications start-up RockYou, sent out a mass email to their customers and associates announcing their new site redesign, but instead of using BCC:, they displayed the entire mailing list of over 200 email addresses in the CC: field. Not surprisingly, many of those addresses ended up on a spammer's list.
- Two months later, the start-up sent out another mass email using a mailing list. Unfortunately, the email asked contractors to provide information for their W9 tax forms. This resulted in people inadvertently sending personal information to the entire mailing list! Scary and stupid....

The idea in brief...



- Ah, email. It makes communication so easy and miscommunication even easier!
- Writing e-mail isn't exactly Shakespeare, but there's an art to it nonetheless. Indeed, if Shakespeare were alive today, he'd probably have committed the occasional e-mail faux pas, like YELLING AT Christopher Marlowe or sending typos by forgetting the U in colour.
- Email nowadays has become a very powerful form of communication and the key to good emails is to use the right language.
- Here are some ways to avoid blundering in emails!

Top 5 To Do's!

- Put important information in bold, so it's easier to see. Likewise, if you've addressed an e-mail to several people and there's an action for a certain person, bold his or her name when you address the issue. Use bold sparingly.
- If action is required, say so at the start of the e-mail. Don't tell a long story with the requested action at the bottom. This is called the BLUF method. Bottom Line Up Front Strategy.
- Keep your signature short and professional. Lose the pithy quote and just include your title and phone number.
- Keep the subject line relevant. If the topic changes over the course of a long thread, update the subject so it's relevant.
- Proof your e-mail before you send it. And make sure your spell checker is running.

Top 5 Not To Do's!!

- Don't ever type anything in ALL CAPS, even to get someone's attention. If you need to catch someone's eye with something important, put it in bold.
- Don't include your entire team or your boss on every e-mail you send. Be selective.
- Don't send large attachments unless absolutely necessary, especially to a mailing list or distribution list.
- Don't send e-mail when you're emotional. If you're responding to someone who has made you angry, save the message in your drafts folder until you can proof-read it more objectively, and then send the e-mail.
- Don't try to be funny, especially to a mixed audience. The chances of being misunderstood are astronomical!!!

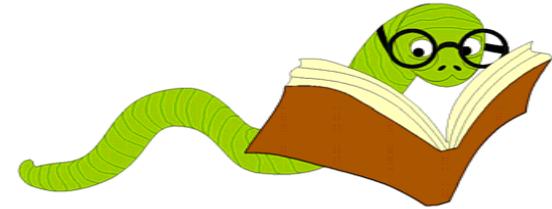


Tailor your tactics!



- Pay attention. Close attention.
- Don't fall victim to the auto-fill effect
- Beware of "reply to all."
- Take care with those you copy
- Be professional
- Always use descriptive subject lines
- Put the question or action at the top, not the bottom.
- Answer questions inline, not in a big blob at the top.

Sources



- Dave Johnson “Top 5 Best Practices for Writing Effective E-mail”
- www.clipartguide.com