



# Operations Manual

<b>Governed By:</b> Marketing/Communications	<b>Effective Date:</b> 01/01/2013
<b>Procedure:</b> #5 - Email Etiquette	<b>Updated Last:</b> 04/04/2013
<b>Purpose:</b> To ensure quality of email communication across the agency	
<b>Refer to Policy #:</b>	

## Summary:

Here are some guidelines to follow which can help to ensure that your email communication is effective, professional, and a positive reflection of CEO and its staff.

- Always begin your emails with an appropriate greeting when addressing someone outside of the agency. Sending a one-line reply may be acceptable for certain internal discussions, but when emailing a customer or community member, a friendly “Hello” or “Dear \_\_\_\_:” is appropriate.
- When structuring your email, state the most important information in the beginning, then fill in the secondary details in subsequent paragraphs. In a fast-paced work environment, it is not uncommon that people will skim emails. By placing the primary facts at the forefront of the email, you maximize the chances that the receiver will get the information they need.
- Like all communication, tone must be considered. When crafting an email, write carefully and use professional language.
- Use proper punctuation and grammar. Make sure to proof read emails before you send them.
- Avoid using all capital letters. This may be perceived as “yelling” and could cause conflict. It is also very difficult to read.
- Always end your email with an appropriate closing statement. Thanking your receiver for their time, and inviting them to follow up if necessary is usually a nice way to end an email.
- Make sure to always sign your name (with an approved email signature)

<b>Program or Site:</b> (program name)	<b>Effective Date:</b> (mm/dd/yyyy)
<b>Procedure:</b> (procedure name)	<b>Updated Last:</b> (mm/dd/yyyy)
<b>Purpose:</b> (what is the purpose of this procedure?)	

## Summary: