PROFESSIONAL EMAIL ETIQUETTE FOR STUDENTS

THE IMPORTANCE OF IMAGE BASED ON EMAIL CORRESPONDENCE

Students should consider the image that is developed by the recipient of any email sent. Before pressing 'send' on an email, read the following tips. These will assist in presenting that professional image that is expected of a student by the University and the profession.

1. **Always use the allocated student University email account**
   - It is University policy that staff members only communicate via a student's University email account. Never use Hotmail, Yahoo or any other email client. In most instances these email addresses are recognised as "junk" and don't even make it into the lecturer or coordinator's inbox.

2. **Student identification in email**
   - Each student should ensure that their University email account is set up so that their name shows when they send an email. This helps the recipient of the email identify who the student is through any emails sent to them. Receiving an email from abbb2011 really doesn't help much and the coordinator will find it difficult to work out who the student is
   - **Students should use a signature that clearly identifies them.** Student should always sign off all emails they send with an appropriate email signature. A suggestion:
     <div align="center">Student name
Student ID
Program and Year i.e. BAppSc(Ex&SpSc), Year 3</div>
     Some lecturers and coordinators work across other programs/courses so it helps if the student indicates who they are and where they fit in.

3. **Use appropriate subject headers**
   - Using subject headers helps the reader identify what the student's email is about. Appropriate headers also assist the recipient of the email determine if the student's email is legitimate. An example:
     <div align="center">An email from "abbb2011" with the subject line "question"
Or
An email from a University email account (with student name clearly stated) and the subject line "Question about Placement in March"
Which one looks like spam?</div>

4. **What is the student's intention?**
   Students need to;
   - **Be clear about the intention of any email** – concisely communicate what the issue is and what is needed. Don't write an essay
   - Use appropriate tone and language
   - Be polite and courteous. A student should never send an email when angry or upset – again this is all about presenting a professional image.
   - Do not use TXT or "short hand" messaging – an email is not an extension of MSN messaging or chat client. Using TXT or short hand chat is far from professional communication.
   - **Proofread what is written in the email**. An email message is a reflection of the student and the University, so traditional spelling, grammar, and punctuation rules apply. Before pushing

the send button check for spelling and grammatical errors, punctuation, sentence structure, as well as readability. Never just type and send! A student needs to be sure that the email indicates what needs to be said and that the message is clear. Demonstrate good communication in all emails. This will be expected by all professions.

- **Use sentence case.** Start each sentence with a capital letter and use full stops. USING ALL CAPITAL LETTERS LOOKS AS IF A PERSON IS SHOUTING. Using all lowercase letters looks lazy. For emphasis, use italics or bold formatting to emphasize important words.
- **Use the blind copy and courtesy copy appropriately.** Don't use BCC to keep others from seeing who was copied in on an email; it shows confidence when a person directly CC's anyone receiving a copy. Do use BCC, however, when sending to a large distribution list, so recipients won't have to see a huge list of names. Be cautious with use of CC; overuse simply clutters inboxes and may cause confusion to the recipients. Copy only people who are directly involved.

5. Don't expect an instant reply

- Lecturers and coordinators do their best to get through all their received emails. However, many staff receive large volumes of emails in any one day. This makes it difficult to reply to every email straight away. If a student has not received a reply to their email, then consider sending a gentle reminder after a few days. If the student's email is urgent and requires an immediate response indicate this in the subject header. Be sure in fact that the email does require an immediate response before using this strategy.
- If your email request is complex and requires a lengthy response it is probably best to make an appointment with your lecturer or coordinator.

6. Save copies of important sent and received emails

- Always save copies of emails that contain important information. This is extremely handy if emails get lost or if "backups" are required for some reason.

7. Remember that email isn't private

- Email is considered company property and can be retrieved, examined, and used in a court of law. It is good practice to always assume that email over the Internet is not secure. Never put in an email message anything that wouldn't be put on a business letter. Remember that email can be forwarded, so unintended audiences may see what has been written. A student may also inadvertently send something to the wrong party, so it is important to always keep the content professional to avoid embarrassment.