



# Effective Email Etiquette Tips

212 · Careers

Recent data suggests that anywhere from 300 to 350 billion emails are sent daily. That means you're fighting for the attention of your audience. Use the following email etiquette tips, and your message will more likely be opened and read.

## **Don't Go Long**

Campaign Monitor has discovered that emails between 50 and 125 words receive the most engagement. Respect the time of your audience. Don't take 500 words to communicate what you can say in 100 words. If you respect their time, people are more likely to open your emails when they see your address in their inbox. Get right to the point.

## **Proofread before Sending**

You may be mailing a family member or a friend. They won't care if you are grammatically perfect or misspell a word or two. Don't assume that. Many people use voice-to-text applications these days to compose their emails. If you hit send before proofreading your message, you could unintentionally embarrass yourself or send the wrong message.

## **Make Your Subject Line Easy to Understand**

Don't try to clickbait people with your email subject line. Be simple. Tell the receiver exactly what you are trying to communicate in your message. Some people get more than 100 emails daily, and if your subject line seems fishy or difficult to understand immediately, your email might go straight to the spam folder.

## **Use "Reply All" Only When It Is Appropriate**

Have you ever received an email chain sent out to a couple of dozen people? When responding, don't use the "reply all" option unless everyone will benefit from what you have to say. Think about who your response is intended for, and single out just those individuals.

## **Reply to Emails Promptly**

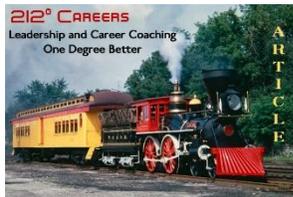
You probably have better things to do than stare at your email inbox, waiting for someone to contact you. Your friends, family members, and business associates feel the same way. They probably don't expect you to respond immediately after you receive their email.

That being said, make sure you reply to all your emails. Please respect the time and energy it took for someone to reach out to you. Respond quickly, and your recipient will appreciate that you respect their time.

## **Use Signature Blocks**

All email service providers allow you to create a signature file to add to every outgoing email. This adds a touch of professionalism to your online communications. It also gives you the chance to send traffic to your web properties.

Those are some simple tips to improve the chances that people will open, read, and understand your emails. They show others you respect their time and attention, making them suitable for both personal and professional emails.



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