



## Email Etiquette



## Email Etiquette Training Course Outline

### Foreword:

A new international workplace survey conducted by Kelly Services (2007), a global recruitment agency, has found that 83% of Australians use email, Internet, or both while at work, and most are convinced it makes them more productive. The survey also found that the use of online communications has extended across most of the workforce with 71% using both email and Internet.

Australia's use of online communications was one of the highest of all the countries in the survey, ranking 8th out of 28 countries. However, the explosion of unnecessary and time-wasting emails was one of the biggest sources of complaint. There was widespread acceptance that the technology has a positive impact on the quality of work. Some 64% said that use of email increases productivity, while 62% said that the Internet increases productivity.

According to Kelly Services, it is clear that use of online communications is now widespread in the Australian workplace and is contributing to improvements in productivity. Both men and women were equally enthusiastic users of email and the Internet. Those in the 25-54 year old age bracket were intensive users.

Unfortunately, some 35% of Australian workers surveyed said they received high levels of emails that were either time wasting or unnecessary. This points to the volume of emails that are directed to people without a clear purpose.

The survey highlights the pervasive use of online tools in the workplace. There is little doubt that online technologies have transformed the way business operates. Many people accept this and have led to improvements in productivity but there is still a big issue with the volume of email that is unnecessarily directed to people and with no clear purpose. Like any tool, it is important that managers take time to provide the training and support to enable staff to effectively integrate online tools into their daily work routine, and gain maximum benefit.

In an increasingly knowledge-based economy, it is critical that information is widely accessible and able to be utilised effectively in the workplace. It is also vital that organisations develop policies to guide employees on the correct use of online communications. These should cover issues such as privacy, personal use, monitoring, downloading of content, access by third parties, and illegal use of the Internet.



## Course Length

1-day

## Learning Outcomes

By the end of this course, participants should be able to:

- Be aware of potential perils
- Create structure for success
- Identify and use the Rule of Thumb
- Perfect your grammar
- Format your messages for professionalism
- Understand the importance of Broadcast Emails
- Be mindful of proof reading before sending
- Polish your cybermanners
- Understand Netiquette
- Take control of your inbox

### Email Etiquette Training Course - Lesson 1 **Introduction**

- Evaluate your Email usage
- Workshop Objectives

### Email Etiquette Training Course - Lesson 2 **Introduction to Email Etiquette**

- Email is never secure
- Big brother may be reading over your electronic shoulder
- Productivity is lost when cyber-slackers log on
- Email misuse and abuse may get you fired
- Email can be embarrassing
- Email abuse impacts revenues and also reputations
- Email is easily misinterpreted

### Email Etiquette Training Course - Lesson 3 **Create Structure for Success**

- Forward-To-CC-BCC
- Urgent
- ! High Importance Low Importance
- Subject
- Salutation
- Introduction – Body – Conclusion
- Signature
- Draft
- Time Delays

### Email Etiquette Training Course - Lesson 4 **Rules of Thumb**

- Effective Subject lines: Tell me up front what you want from me
- 1 page view only
- Average 15 words per sentence
- As short as possible – no extra words
- 2 – 3 lines per paragraph



<p>Email Etiquette Training Course - Lesson 5 <b>Grammar Perfect</b></p> <ul style="list-style-type: none"><li>• Using spellchecker</li><li>• Check for simple sentences</li><li>• Use the Active Voice</li><li>• Use of punctuation</li><li>• Use of emoticons</li><li>• Use of text talk</li></ul>	<p>Email Etiquette Training Course - Lesson 6 <b>Formatting your Email Message</b></p> <ul style="list-style-type: none"><li>• Email Style</li><li>• Writing the Email</li><li>• Selecting your format settings</li><li>• Choose the Right Font</li><li>• Select Appropriate Colours</li><li>• Enhancing Readability</li><li>• Resist the urge to use All Upper – or Lowercase Letters</li><li>• Arranging Text into Vertical Lists</li><li>• Sending Attachments with Care</li></ul>
<p>Email Etiquette Training Course - Lesson 7 <b>Broadcast Emails</b></p> <ul style="list-style-type: none"><li>• Branding</li><li>• Importance of Branding and consistent subject headings</li></ul>	<p>Email Etiquette Training Course - Lesson 8 <b>Proofreading Does Pay</b></p> <ul style="list-style-type: none"><li>• A Proofreading Primer</li><li>• How Peer Review Can Help</li></ul>
<p>Email Etiquette Training Course - Lesson 9 <b>Polishing Your Cybermanners</b></p> <ul style="list-style-type: none"><li>• Watch your Cyberlanguage</li><li>• Avoiding Sexist Language</li><li>• Set the Right Tone</li><li>• Dodging Conversational Pitfalls</li><li>• Extinguishing Flames</li></ul>	<p>Email Etiquette Training Course - Lesson 10 <b>Netiquette Guidelines</b></p> <ul style="list-style-type: none"><li>• Reviewing Netiquette Guidelines</li><li>• Netiquette Guidelines for Managers</li></ul>
<p>Email Etiquette Training Course – Lesson 11 <b>Managing Email Overload</b></p> <ul style="list-style-type: none"><li>• Controlling your Inbox Clutter</li></ul>	<p>Email Etiquette Training Course - Lesson 12 <b>Examples</b></p> <ul style="list-style-type: none"><li>• The Good</li><li>• The bad</li><li>• The Ugly</li></ul>

**Email Etiquette Training** is one of the Professional Development Training Courses delivered by **contract trainers** in Brisbane, Sydney, Canberra, Melbourne, Adelaide and Perth.

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