

BUSINESS ETIQUETTE DO'S AND DON'TS



by Vicki Kasomenakis
Assistant Professor of Business

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In today's fast paced culture, communicating via email is one of the quickest way to send a message to friends, family and business professionals. Emails written to friends and family are less formal requiring no specific guidelines to be followed. However, when it comes to emailing someone at a professional level, one misconstrued message could negatively affect a business relationship. Therefore, it is very important to follow basic rules of etiquette so that you keep your digital communication in check. Here are a number of tips to help you do just that.

USE SUBJECT LINES

Having a subject line lets the recipient know what your email is about. A blank subject line may get your email flagged as spam and may never reach your intended recipient.

KEEP BUSINESS AND PERSONAL EMAILS SEPARATE

Do not use your business email for personal correspondence. It's always best to have two separate email accounts.

CHECK THE MESSAGE BEFORE YOU SEND IT

Write in complete sentences and make sure your message is organized and grammatically correct. Always check for spelling and punctuation.

CHOOSE PROFESSIONAL EMAIL ACCOUNT NAMES

When creating an email account name, it's always best to use your own name as part of the email address. For example, John.Doe@gmail.com. Avoid nicknames. For example do not use wildthing@gmail.com.

AVOID USING CAPS

Caps are the equivalent to shouting. The recipient will feel as though they are being yelled at.

RESPOND IN A TIMELY FASHION

If you're unable to provide an answer, replying to someone's email within 24 hours lets the sender know that you received it.

USE OUT-OF-OFFICE EMAIL TOOLS

If you're not able to read your email because you're going to be away from the office, use the out-of-office email tool to automatically respond to incoming email. This way the sender will not expect a timely reply.

USE PROPER SALUTATIONS

As you would with a handwritten or typed letter, use proper salutations in your email such as "Good Afternoon" and conclude the email with "Sincerely", "Respectfully", or "Thank you".

USE A PROFESSIONAL TONE

Always use a professional tone in your email. Never joke or use sarcasm. The use of smiley faces and other emoticons is also inappropriate.

USE A SIGNATURE THAT INCLUDES CONTACT INFORMATION

Include a signature that has your contact information such as your mailing address, website and phone number. This ensures that people know who you are.

BE CAREFUL WITH STYLING AND FORMATTING

Do not use fancy fonts and multi colored fonts. The best fonts to use for business purposes are Times New Roman, Arial and other book print fonts. In addition, avoid using patterned backgrounds; they will make your message harder to read.

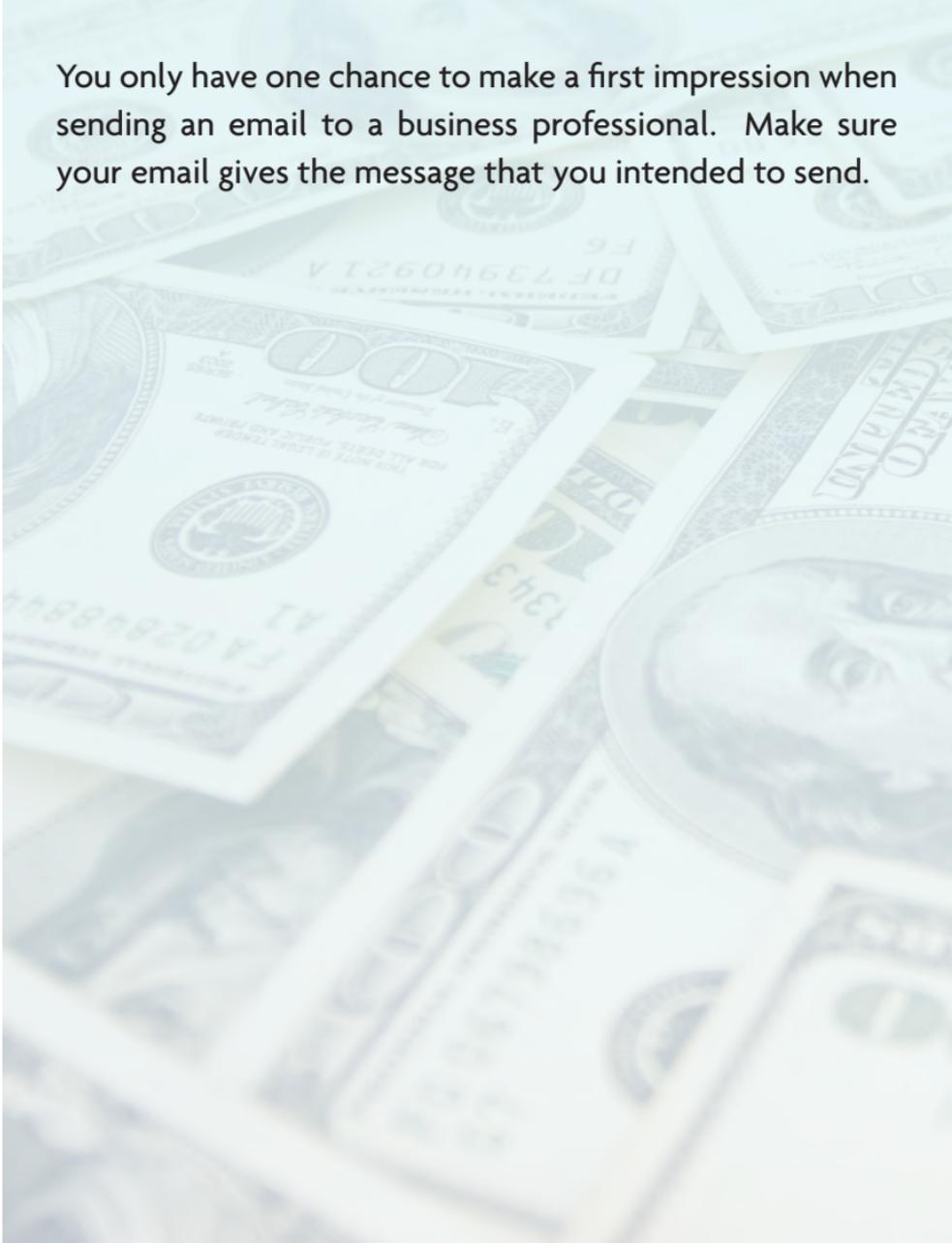
KEEP MESSAGES SHORT AND TO THE POINT

Avoid long winded emails that contain too much information. Use as few words as possible. This will help the recipient sort through the email more efficiently and help generate a quicker email response.

EMAIL ISN'T PRIVATE

Whatever you say in cyberspace cannot be taken back. Email can be retrieved and examined. Email can also be saved and forwarded by any recipient who chooses to do so. It's always best to keep the content professional to avoid embarrassment.

You only have one chance to make a first impression when sending an email to a business professional. Make sure your email gives the message that you intended to send.





WRITTEN BY PROFESSOR VICKI KASOMENAKIS, ASSOCIATE PROFESSOR OF BUSINESS AT QUEENSBOROUGH COMMUNITY COLLEGE. PROFESSOR KASOMENAKIS IS A CPA AND A CERTIFIED FINANCIAL PLANNER WITH A TEACHING SPECIALIZATION IN ACCOUNTING. PROFESSOR KASOMENAKIS IS A GRADUATE OF QUEENSBOROUGH COMMUNITY COLLEGE AND HOLDS HER B.S. FROM QUEENS COLLEGE AND HER M.S. FROM C.W. POST CENTER OF LONG ISLAND UNIVERSITY. SHE SERVES AS THE FACULTY MENTOR TO THE STUDENT CLUB, "THE BUSINESS SOCIETY".

QUEENSBOROUGH **CU**
COMMUNITY COLLEGE **NY**

222-05 56TH AVENUE, BAYSIDE, NY 11364-1497

WWW.QCC.CUNY.EDU