



# EMAIL WRITING

Emailing has become the main means of communication and although it is not as formal as writing a letter when you are asking for information or when you are writing to a prospective employer, it is important to know the conventions of this style of writing.

These are some of the conventions.

DOS	DON'TS
Use the "Subject" line to get the reader's attention. Replace vague lines ("Hello") with better "hooks": "Information about summer courses"	Although email is a quick means of communication don't forget the greeting and the sign-off.
Write the most important information first.	Don't use acronyms (AFAIK, BTW, etc.) and abbreviations (gonna, coz, etc.) unless you are writing to a close friend and you are sure he/she is not going to misinterpret them.
Use short words and simple expressions (similar to the ones you would use in a conversational style).	The same rule above applies to emoticons.
Use short sentences. Avoid complicated and "elaborate" structures like the passive voice.	Don't use CAPITAL LETTERS. This is equivalent to SHOUTING and it should be avoided unless you want to convey excitement.
Use paragraphs to keep the message clear and easy to read.	Don't use <i>different</i> fonts, <i>italics</i> or <b>highlight</b> words. The recipient's computer may not be compatible.
If you are asking for information or complaining about a bad service you can use bulleted lists to make the message clearer.	Don't overuse punctuation!!!!
Take the time to proofread your document before you send it. Rub the document through the spell checker and/or the grammar checker. Even simple misspellings will make you look absent-minded and damage your professional credibility.	Don't include irrelevant information or get too personal. Remember that email is not necessarily confidential. Some companies will retain the right to monitor employees' messages. Don't send anything you wouldn't be comfortable seeing published in your company's newsletter (or your community's newspaper).