

## Professional Email Writing and Etiquette

Writing emails can be tricky, but it is a needed and important skill to learn and master, as being professional in your written communication helps you to stand out and make a good impression on others, whether professors, colleagues, or employers.

### Email Structure and Content

- 1) Use a professional email address, such as your LAU email, Gmail, or Outlook.
- 2) Include a brief subject header:
  - Make sure your header gives an overview of the content of your email and is not a greeting.
  - Write the header in sentence case (i.e., do not use all caps or all lowercase letters).
- 3) Address your audience respectfully:
  - Be polite and not overly familiar with your recipient: write “Dear Ms. ...” instead of “Hi Ms. ...”
  - Address the recipient using their proper title: Mr., Mrs., Ms., Dr., Professor, etc.
  - Address the recipient using their last name, not their first name.
- 4) Identify yourself and state your intentions:

For example, write: “My name is Salma Yassine, and I’m currently in my third year at LAU. I would like to ask for more information about the internships offered at your institute.”
- 5) Keep the content of your email direct, relevant and concise, and make sure that all essential information and needed details are communicated clearly.

When writing a lengthy email, separate your ideas into different paragraphs.
- 6) Wrap up your email and give closure:
  - Thank your recipient using a simple, concise statement.
  - Include complimentary closure words: sincerely, regards, best, warm wishes, etc.
  - Sign the email using your full name and phone number (if needed).

## Tips for Effective Communication

Keep your tone appropriate and formal (i.e., **do not** use chat/texting language or slang).

As much as possible, avoid using:

- Boldface words
- Underlined words
- All caps (words written entirely in capital letters)
- Emoticons

Never leave the body of an email empty, especially when addressing someone you do not already know. This is important when sending out your CV and/or cover letter to a future employer.

When attaching files, double check that the correct documents are included in the email and make sure to name them using clear titles.

Decide on the exact recipient(s) and respect everyone's privacy:

- Avoid "Reply All" if you do not want everyone to read your email.
- Double check who you are including in the "cc" and "bcc" options.

Before hitting the send button, **revise your entire email, including the header and body of the text, for spelling and grammatical errors.**

Allow proper reply time: aim to reply to your emails within 24 hours, but expect a reply within 48 hours.

Use email communication appropriately, and remember that it cannot always replace a phone call or face-to-face interaction.