

Email Etiquette

Course Duration: 8 Hours (1 Day)

Overview

The Email Etiquette course is designed to enhance learners' ability to communicate effectively and professionally through email. It covers a comprehensive range of topics, from understanding the risks and implications of email communication to crafting well-structured and polished messages. Learners will evaluate their email usage, grasp the importance of email security, and learn the consequences of misuse. By creating a structure for success, they will understand how to use email features like CC/BCC correctly and address the importance of subject lines. The course emphasizes maintaining grammar perfection, appropriate formatting, and branding in broadcast emails. It also provides strategies for Managing email overload and showcases examples of good and bad email practices. This course will equip learners with the skills to navigate the digital world with confidence while maintaining Professional cyber manners and adhering to Netiquette guidelines.

Audience Profile

The Email Etiquette course by Koenig Solutions enhances professional communication skills, making it ideal for corporate employees and job seekers.

- Entry-level professionals
- Mid-level managers
- Customer service representatives
- Sales and marketing professionals
- Human resources personnel
- Administrative staff
- IT professionals
- Freelancers and remote workers
- Small business owners
- Non-profit organization members
- Educators and academic staff
- Students preparing for corporate roles
- Legal professionals
- Healthcare workers requiring formal communication training
- Government employees
- Executives looking to refine their email correspondence

Course Syllabus

Module 1: Introduction

- Evaluate your email usage
- Workshop objectives

Module 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 revenue and reputations
- Email is easily misinterpreted

Module 3: Creating a Structure for Success

- Forward, To, CC, and BCC
- Urgent emails
- High Importance vs. Low Importance
- Subject lines
- Salutation
- Introduction – Body – Conclusion
- Signature
- Drafting emails
- Time delays

Module 4: Rules of Thumb

- Effective subject lines: Clearly state what you need
- One-page view only
- Average 15 words per sentence
- Keep it concise – no unnecessary words
- 2–3 lines per paragraph

Module 5: Grammar Perfection

- Using a spell checker
- Checking for simple sentences
- Using the active voice
- Proper use of punctuation
- Appropriate use of emoticons

- Avoiding text talk

Module 6: Formatting Your Email Message

- Email style
- Writing the email
- Selecting format settings
- Choosing the right font
- Selecting appropriate colors
- Enhancing readability
- Avoiding all uppercase or all lowercase letters
- Arranging text into vertical lists
- Sending attachments with care

Module 7: Broadcast Emails

- Branding
- Importance of branding and consistent subject headings

Module 8: Proofreading Pays Off

- A proofreading primer
- How peer review can help

Module 9: Polishing Your Cyber Manners

- Watching your cyber language
- Avoiding sexist language
- Setting the right tone
- Dodging conversational pitfalls
- Extinguishing email "flames"

Module 10: Netiquette Guidelines

- Reviewing netiquette guidelines
- Netiquette guidelines for managers

Module 11: Managing Email Overload

- Controlling inbox clutter

Module 12: Examples

- The good
- The bad

- The ugly