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April 1st, 2020

Email Etiquette[[1]](#footnote-1)

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| **Sending Email** | | |
| To | CC | BCC |
| Keep it short. Ask yourself, is this email necessary? | Always CC someone if you mention them. | Blind copy all addressees when sending mass emails, e.g. to all cluster members, newsletters to larger audience, etc. |
| The average person receives 121 emails per day. Spending just 5 minutes per email equates to a ten-hour day. | Don’t use the CC as a weapon. | |  | | --- | | DO NOT blind copy in  Individual emails. | |
| Do all these people need to be involved in the conversation? | If mentioning information someone has conveyed to you, consider cc’ing them for their information and so you’re not talking behind their back. | |  | | --- | | Only if you’ve stated you’re moving someone from the thread to BCC | |
| Is email the best way to communicate what I need to say? | Does everyone on this email chain need to know this? | |  | | --- | | Consider using dedicated software or services like Mailchimp instead of mass emails. | |

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| **Reply all?** | | |
| Yes | Sometimes | No |
| When replying to a work-related thread where doing so adds something to the discussion of significance to others. | When building on a greeting to a new or retiring team member, or congratulating someone on a success. | When the author of the original email asked a question and not everyone needs to know the answer |
| + Name, to let others know you have added people to the thread |  |  |

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| **Content of your emails** | | |
| The subject line | The length | Get to the phone, politely |
| This is the headline. Make it work hard. | Follow the advice given to journalists: don’t bury the lede. | [Read this](https://www.nytimes.com/2019/07/13/opinion/sunday/i-hope-youre-well.html) |
| If a specific action is needed, try to indicate that in the subject line. (ie. “Your approval on budget needed” | Aim for brevity. Edit before you send. | Don’t infer. State exactly what you need the recipient to do. |
|  | If your email is long by necessity, include a 1 to 2 sentence synopsis at the beginning. | Any action/request needs a deadline. It’s not rude. |

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| **Please consider** | | |
| Attachments | Out of office | Proofread |
| If you say something is attached, make sure it is. | Always write a note when you’ll be out of the office, and even if you’re in all-day or long meetings. | Before you hit ‘send’, check for spelling errors and clarity. |
| If it is a large file, make it a downloadable link instead. | Tell recipients:   * How long you’ll be gone * Who to contact in your absence * And how they can contact you in an emergency | Try to limit your use of exclamation marks. Between colleagues, the occasional smiley face is acceptable to show tone. |

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| **It’s about time** | | |
| Time zones | Timely replies | Time to turn it off |
| If you receive an email late at night, it’s perfectly acceptable to respond during your business day. | If you receive an email and know you’ll need time to research the answer, it’s polite to write the sender a short note telling them you’ll respond shortly. | It’s the right of employees to be able to disconnect. You are not obliged to be permanently contacted for reasons relating to work. |

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| **Remember that you are a GNC Brand Ambassador** | | |
| Stay on brand | Edit carefully | Be polite |
| Use a standard [GNC email signature.](https://www.nutritioncluster.net/node/5671) | Edit forwarded messages, reviewing them carefully to ensure that previous content is relevant and appropriate for forwarding. | Greetings (Dear, Hello) and Sign Offs (Sincerely, Warmly) are nice ways to start and end an email. Saying “thank you” helps build relationships. |

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| **You are not expected to be connected all the time** | | |
| Is this an emergency? | Are you just responding to show others you’re working? | Can this be handled during business hours? |
| UNICEF is a humanitarian organization where we legitimately respond to crises around the globe. Don’t expect a Level 3 response on a Level 1 topic. | The measure of your effectiveness and efficiency should not be sending or responding emails after hours or on the weekend. If you must send a message, start it with: “For Monday,” or “I need to record this while I’m thinking of it.” | Great. Then do that. Remember that managers, especially, have the responsibility of setting the tone for the rest of their staff to follow. |

1. Adapted from UNICEF email etiquette available [here](https://unicef.sharepoint.com/sites/ICON/SitePages/Email-Etiquette.aspx?from=SendByEmail&e=dX4yR0z0C0i-wX9in71f-Q&at=9). [↑](#footnote-ref-1)