Writing Effective Email
Communications Channels Best Practices

DO

- Beware using email to communicate messages that must be error-free.
- Avoid using smartphones for email & text messages that must be professional and free from autocorrect errors, typos & spelling/grammar goofs.
- Remember: spellcheck can't catch the wrong word spelled correctly. Proofread email.
- Understand that email is a great way to send a message quickly. But it is a terrible tool if you need a speedy response. Readers aren't obligated to open or reply to messages.
- Remember: email and other e-communications tools can create written records that may be used as evidence in lawsuits & regulatory audits.
- Use transitory communications channels (phone, face-to-face meeting, or transitory technology) when you want to hold record-free, private conversations.
- Be careful not to expose internal business to outside parties via social media.
- Take the inverted pyramid approach to email.
- Incorporate a strong lead into all email messages.
- Apply the rules of grammar, punctuation, spelling, and capitalization.
- Remember: the easiest way to control electronic risks is to control written content.
- Write powerful email subject lines.
- Limit email to one main message.
- Open email with a salutation and close with a signature block.
- Limit email to one screen page.
- Adhere to the rules of netiquette.

DON'T

- Use smileys or emoticons in business email :).
- Use acronyms (LOL) or abbreviations in text messages.
- Engage in transitory e-communications without permission.
- Forget that electronic business records must be preserved, protected, and produced for legal/regulatory compliance.
- Use personal mobile devices for business communication without permission. Business records/confidential data are at risk when personal devices are used for business.
- Forget to watch your language, tone, and content.
- Allow readers to ignore and delete your email. Write powerful subject lines and persuasive documents that command reader attention.
- Forget to proofread email/electronic writing.