



## GoDaddy Executive Email Etiquette Guidelines

Ninety two percent of Internet users in the United States use email. That's a huge number since 73% of those living in the U.S. use the Internet. Many people use email for business communications, which stresses the importance of knowing proper email etiquette. While a lot of people understand the importance of following certain rules when writing a business letter, they often forget these rules when composing an email message. Here's a refresher.

- **Executive Board Email:** It is required to always use the assigned GoDaddy Executive Board email account when corresponding UFSC-PS Chapter or FSC-PS Foundation official business.
- **Mind Your Manners:** Think of the basic rules you learned growing up, like saying please and thank you. Address people you don't know as Mr., Mrs., or Dr. Only address someone by first name if they imply it's okay to do so.
- **Watch Your Tone:** Merriam-Webster defines tone as an "accent or inflection expressive of a mood or emotion." It is very difficult to express tone in writing. You want to come across as respectful, friendly, and approachable. You don't want to sound curt or demanding.
- **Be Concise:** Get to the point of your email as quickly as possible, but don't leave out important details that will help your recipient answer your query.
- **Be Professional:** This means, stay away from abbreviations and don't use emoticons (those little smiley faces). Don't use a cute or suggestive email address for business communications.
- **Use Correct Spelling and Proper Grammar:** Use a dictionary or a spell checker — whichever works better for you. While you can write in a conversational tone (contractions are okay), pay attention to basic rules of grammar. Some may have "fat finger" syndrome, especially when using the new popular netbook.
- **Ask Before You Send an Attachment:** Because of computer viruses, many people won't open attachments unless they know the sender. Even that can be a mistake because many viruses come disguised in email messages from someone you know. Before sending an attachment, ask the recipient if you may do so.
- **Wait to Fill in the "TO" Email Address:** Never fill in the 'TO' email address until you have completely proof read and are sure that it is exactly the way the email reads the way you want it to read. This will keep you from accidentally sending an email prematurely. Sometimes you may accidentally click on the send icon, when you really intend to click on the attachment icon." Waiting to the Fill in the TO line will prevent an inadvertently sent email.

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