



Netiquette Lunch & Learn

Tips for Effective Email Communication

November 8, 2019

When Not to Use Email

- If your content is:
 - Emotional
 - Too Long or Too Complicated
 - Sensitive or highly confidential
 - Better shared:
 - In Person/By Phone
 - On Another Platform



When Not to Use Email

- If YOU Are:
 - Emotional
 - Rushed

When Sending to Large Groups

- Who Will Get the Email?
 - Faculty
 - Staff
 - Students
 - Not to use “FacultyStaff”



When Sending to Large Groups

- Accuracy
 - Take Your Time
 - Second Set Of Eyes
 - Double Check Information
(Dates, Times, Locations...)
 - Correction Email = BAD



When Sending to Large Groups

- Plan
 - Content
 - What Are You Trying to Say?
 - Timing
 - When to say it?
 - How Often?
 - Background Noise
 - Ursinus Policy



Replying to an Email

- Watch Recipients
 - To and CC Line
- “Reply All”
 - NEVER to Distribution Lists: Faculty, Staff, Students
- Move to a Private/Direct Email
- Add to/adjust subject line for clarity



Forwarding an Email

- Only Forward Appropriate Content
 - Look at Entire String
- Introduce the Email for New Recipient
- Add To/Adjust Subject Line for Clarity



When Sending Any Email

- Audience
 - Who will see this?
 - The Intended Recipients
 - Unintended Recipients
 - Tone
 - Appropriate Form & Language



When Sending Any Email

- Subject Line
 - Intuitive
 - Clearly States Purpose
 - Action Required
- Recipients
 - Right People
 - **Only** the Right People
 - Ensure they know is for them



When Sending Any Email

- Specific Recipients
 - To:
 - Main Recipient
 - Anyone being asked something
 - CC:
 - FYI
 - Not Read Carefully
 - BCC:
 - May reply



When Sending Any Email

- Content
 - Focus on Desired Outcome
 - Include Clear Next Steps
 - Separate Multiple Topics
 - Paragraphs, Headings, Bullets
 - Use Priority Flag Sparingly
 - Be Nice!



When Sending Any Email

- Include:
 - Appropriate Greeting
 - Names/Group of key recipients
 - Formal vs. Informal
 - Signature or Sign/Off
- Use Complete Thoughts
 - Avoid Text Speak



When Sending Any Email

- Main Points at Top
 - Skimming
 - Accessibility & Comprehension
- Important Information
 - Dates, Times, Locations
- Your Contact Information



Accessibility & Readability

- Avoid Important Information in Images

Campus Master Plan Open Session

*Tuesday, November 12
3:30 p.m. – 5 p.m.
Bears' Den*

Open Q&A session for students, faculty,
and staff to ask questions and review
materials that summarize this plan



Ursinus College

Accessibility & Readability

- All Images With Alternate Text (Alt Text)
- For Emphasis
 - Don't Rely on Color
 - Use Bold or Underline
- Ample White Space
- Use GIFs Sparingly
 - Stops at three cycles or five seconds



Accessibility & Readability

- Left Alignment
- Font
 - Avoid script
 - Use Sans Serif Fonts
 - Minimum size of 14 px (16 px for Arial)



Basic Email Tips

- Use Complete thoughts
- Be Kind
- Never Email Angry
- Keep Audience in mind
- Be Careful of Tone
- Don't Use All Caps THAT'S SHOUTING!
- Avoid Jokes That May be Misunderstood
- Keep It Simple & Smart (K.I.S.S)
- Enable 'Wait Before Sending'



Monique Kelly
Manager of Campus Engagement
mkelly@ursinus.edu
x 3106

Tech Support
TechSupport@Ursinus.edu
X 3789

Dolly Singley
Director of Disability Services
dsingley@Ursinus.edu
X 3400