Key Things to Consider for Effective Emails

Audience	Who are they? What do they need?
Purpose	Why am I writing this email? What do I need?
Subject line	How will the email be identified and filed? Write a clear and detailed subject line
Greetings	How should I address the person/people I'm writing to? Levels of familiarity usually range from Dear to 'Hi' depending on how well you know the recipients(s)
Structure	Keep emails concise, short and with the key information prominent. Use paragraphs, bullet points, hyperlinks, attachments and indicate action points.
Signing off	Make sure you have a polite ending and clear signature.

What makes an effective email?

- Preparation! Think through what you are trying to achieve and pre-empt any questions your reader might have!
- A clear subject line with relevant and concise content – try to avoid too much different information in one message
- Provide clear timescales and deadlines with justification
- Addressing the right audience – use the 'To' field for people who need to read and action, Cc for people who need to be aware of the content and Bcc to protect email addresses when sending to multiple groups
- Courtesy – greetings, please and thank you go a long way! We work better with people that we like!
- Appropriate tone and 'voice' – gauge the level of formality depending on the nature of your relationship with the audience
- Highlighting of important dates and information through bold or underlining – only use one method at a time and avoid capitals as these look like 'shouting'

What to avoid?

- Use of jargon and unexplained acronyms
- Sending too many emails or sending emails to people who don't need them
- Using reply all unless it's necessary
- Sending on long chains of emails as information can easily be sent to the wrong people
- Writing down anything that is incriminating or offensive – your emails are not private! Familiarise yourself with the Data Protection course

Tips for managing your mailbox

- Explore all the functions of outlook such as rules, categories and follow-up features! Lynda.com provides training on outlook features.
- Create folders that suit your work – these could be by theme, project, subject, academic year, staff member etc
- Use outlook scheduler to check people's availability when inviting them to meetings
- Use the out-of-office function and write an informative message with alternative contact details
- Use other forms of communication where appropriate e.g. the phone, outlook calendar, Skype for Business, Doodle poll,
- Make the most of the junk and clutter tools and block inappropriate messages – familiarise yourself with the 'Be Secure' course