

E-Mail Etiquette

Course Length: 1 Day

Prerequisites: None.

Course Objectives: After completing this course, students will know how to:

- ◆ Communicate online, use language and punctuation, and develop efficient writing habits.
- ◆ Describe the various aspects of e-mail, use e-mail programs, decide when to write e-mail and when to avoid writing e-mail, and improve your e-mail writing skills.
- ◆ Follow company policies regarding e-mail, follow copyright laws, avoid viruses, and discuss e-mail liability.
- ◆ Use the various features of e-mail programs and secure their e-mail by using encryption, digital signatures, and passwords.
- ◆ Use proper netiquette styles and use emoticons and electronic abbreviations.

Course Content

Unit 1: E-mail basics

Students will learn the **difference between writing online versus writing on paper**. They will also learn about the **advantages and disadvantages of communicating by email**, and that the three basic concepts of interpersonal and group communication that affect the cultural significance of email are **power, persona and group communication**. Then they will use how to use e-mail. Then they will use the **factors that determine when to use e-mail and when to avoid using e-mail**. Finally, they will learn to use the **MAIL** acronym effectively to improve their email style.

Topic A: E-mail characteristics

Topic B: E-mail programs

Topic C: When to use e-mail

Topic D: Writing an e-mail message

Unit 2: E-mail policies

Students will learn about the **guidelines to be followed to avoid improper mail**. They will also learn that **complying with their company's e-mail policy is important**. They will learn the **steps that management can take to help employees avoid writing e-mail that might jeopardize the organization**. They will learn how to **avoid copyright infringement**. They will also learn how to be **cautious** when opening an **attachment** and **downloading files** because attachments might contain **viruses**. Finally, they will learn about **email liability**, and that employers should make employees aware of organizational e-mail policies.

Topic A: Company policies

Topic B: Copyright laws, viruses, and liability

If you have any questions about this course, please call CompuTrain at (713) 349-9186.

Unit 3: E-mail features and security

In this unit, students will learn about the **features of e-mail** programs. They learn about the importance of **attachments** and to **prioritize** messages by **labeling** them. They will also learn to **create signature files**. They will discuss some important features of email, including **folders**, **filters**, the **address book**, and the **print** feature. They will understand that e-mail messages can be **tracked**, **searched**, and **downloaded**. They will also learn about **securing their messages**, **encrypting** messages and about **digital signatures**. Finally, they will learn about the importance of creating effective passwords to prevent others from reading or altering their e-mail messages.

Topic A: Features of an e-mail program

Topic B: Securing e-mail

Unit 4: E-mail messages

Students will learn **how to use the headers** in e-mail messages. They will learn about the **To Field** and when to send carbon copies and blind carbon copies of messages. They will discuss the importance of writing a proper subject line for e-mail messages and that the header also includes the **date** and **time** of sending messages. Finally, they learn how to **take advantage of the text box**. This includes how to include a **proper greeting** and that the best way to relay information is by **constructing the paragraphs** properly and by using **different types of lists** effectively. They will also learn how to **structure long e-mail messages** to keep their recipients interested. They will also cover how to **close** e-mail messages.

Topic A: Message headers

Topic B: E-mail message body

Unit 5: E-mail effectiveness

Students will understand the importance of **considering the recipient** before writing e-mail messages and about the **factors to be considered before writing a message**. They will learn how to effectively compose messages, **anticipating negative recipient reactions** such as **skepticism** and **apathy**. They will learn about **managing their e-mail**, and when and how frequently to **check their e-mail**. They will learn the ways to **handle large volumes of e-mail**, how to **help others manage their e-mail volume**, and the benefits of **setting the e-mail program to respond automatically**.

Topic A: E-mail recipients

Topic B: Message management

Unit 6: Netiquette guidelines

In this unit, students will learn about the correct **netiquette style** to be followed when composing e-mail messages. They will learn the **guidelines for using the appropriate tone**. They will also learn the guidelines for proper netiquette style such as **correct use of uppercase and lowercase letters, double-spacing, use of jargon and clichés**, and proper **fonts**. Finally, they will learn about **emoticons** and **electronic abbreviations**, which help save time and screen space.

Topic A: Netiquette style

Topic B: Emoticons and abbreviations

Unit 7: Composing online correspondence

In this unit, students will learn about the importance of determining the **objective** of their e-mail message. They will understand the **guidelines** that help achieve the objective of their messages. Next, they will learn about **online writing style**, and about how to use **punctuation** correctly, and about the **types of sentences**. They will learn that sentences can be declarative, interrogative, imperative and exclamatory. They will also learn about the various **sentence structures** and the importance of **parallel sentence** structure. They will construct paragraphs by using **topic sentences** and **transitions**. Finally, they will learn how to **edit** e-mail messages for content, grammar, readability, conciseness, and style.

Topic A: Online communication

Topic B: Language and punctuation

Topic C: Efficient writing habits