

EMAIL WRITING & ETIQUETTE

INTRODUCTION

EMAIL WRITING & ETIQUETTE is designed to help participants appreciate established protocols of netiquette and gain requisite skills to write, reply or forward e-mails that people can understand and take seriously. Participants will learn the basics of on-line business communication, the techniques to plan and organise messages, and practise basic writing skills for official emails. The workshop will help participants gain the confidence to write emails that can be easily understood and that can generate the desired responses.

PROGRAMME OBJECTIVES

By the end of the course, participants should be able to:

- Appreciate good practices and netiquette in email writing
- Plan and structure an email document in an organised manner
- Write an effective subject line and impactful introductory paragraph to an email
- Construct clear, concise, accurate sentence structures
- Use correct English grammar in email sentences
- Apply positive and polite tone to an email message
- Write impressive conclusions to emails
- Edit an email to effect powerful first impressions.

PROGRAMME OUTLINE: Key Topics

Session 1: On line communication basics – an introduction

- Knowing the basic elements of business communication
- Presenting information that is audience centered; prioritising content
- Defining your goals, deciding what information to give
- Planning an effective document structure
- Ensuring good sentence design

Session 2: Organising your writing

- Adopting invention strategy and techniques for information design
- Using the Inverted Pyramid
- Organising and structuring the document for easy navigation
- Using addresses and personal names
- Writing the Subject line – ensuring a SMART, clear and catchy subject line
- Writing a clear, complete e-mail introduction
- Writing a cordial beginning or buffer prior to negative messages
- Adopting proper language when replying, or forwarding emails
- Writing impactful conclusions to achieve goals
- Checking for message length, content and format
- Using special signatures



Session 3: Writing Clear, Effective Sentences

- Using standard language forms and functions
- Writing concisely, omitting redundancies
- Ensuring clarity – split and combine sentences
- Using simple words the readers understand; avoid jargon
- Using lists and tables
- Using positive and polite statements

Session 4: Following established email protocols and netiquette

- Shouting
- Forwarding mails
 - Respect privacy of information
 - Use BCC
 - Jokes; hoaxes; spam
- Sending/replying mails
 - Courtesy; Watch your mood
 - Never expect privacy
 - Edit out personal text
 - Email security?
 - Minimise/compress files
 - Avoid flames
- Editing an email before sending it
 - Check for completeness and relevance of information to mission of document
 - Check for structural coherence and direction
 - Check for clarity, grammar, and spelling

METHODOLOGY

Participants will receive informative and illustrative lectures and demonstrations on effective email writing techniques and etiquette; they will be guided through practical worksheets, self evaluation questionnaires, and interactive question and answer sessions to stimulate self learning and awareness. Practical exercises and group discussion sessions will help participants acquire the requisite skills and attitudes in good netiquette and effective email use at the workplace.

DURATION

1 day

WHO SHOULD ATTEND

All personnel who regularly use the email in their workplace and business communication, who wish to enhance their on-line writing and business correspondence skills.

AWARD

Certificate of Attendance awarded by ITEX

