



# TOUCH POINTS OF *Email Etiquette*

## 1

### Establish a clear 'subject' line.

The subject line tells the reader what your email is about, and helps them determine whether to read further. This is especially helpful if the receiver is not the main recipient, but is copied on the email. Use captions to emphasize the need for immediate attention, such as "Time Sensitive," "Action Required," or "High Priority."

## 2

### Response Expectation

As a general rule, HCISD employees should read and respond to all email within two business days.

## 3

### Keep it short

Respect your reader's time. In general, email should be the length of your computer screen before scrolling. State your message in the fewest sentences possible, and give details in an attachment.

## 4

### Be polite and professional at all times

It is easy to be abrupt when in a hurry, but remember that it is always professional to be courteous and respectful. Use neutral and professional language at all times.

## 5

### Edit and proofread

Use standard capitalization spelling, punctuation, and grammar. Workplace emails are formal and represent your professional demeanor.

**Email is a communication tool provided by the Harlingen Consolidated Independent School district for the professional use of its staff, teachers and students. Like all forms of communication, email is most effective when it is courteous, clear and concise. The touch points of email etiquette showcase tips that will help any email user communicate effectively and efficiently.**

## 6

### 'Front-load' your message

Present the central idea of your email in the first few lines. Your recipient may read only these thoroughly - then browse through the rest. If you need a response or prompt action, state that information with a timeline at the beginning of the email.

## 7

### Consider how an attachment can help communicate

Sending an attachment is a normal practice when you are submitting a document for review or exchanging information. To keep the email from getting too long, and if the attachment contains the rest of the information needed, ask the recipient to refer to the attachment for more information.

## 8

### Maintain protocols

Avoid confusing the chain of command by selecting carefully who the e-mail is "To" and who is "cc"ed as a courtesy or to be kept informed.

## 9

### When it is best not to use or 'forward' email

There are sensitive subjects that are not appropriate email topics, primarily because misinterpretation could have serious consequences. Some topics that generally should be addressed outside of email are:

- Disciplinary action.
- Conflicts about grades.
- Personal information.
- Concerns about fellow classmates/workmates.

## 10

### Remember that email is public

Keep in mind that designated District employees may review any email message sent or received by any employee. In addition, your message may be forwarded to others, even to individuals outside of the District.