

ETAS Email Guidelines

In order to put forward a professional, united corporate image, these guidelines have been established. Please do your best to use them when emailing on ETAS business. Thank you very much.

Emails should be:

- Only addressed and sent to those people you want a reply from. The others should be 'cced'.
- Started with a greeting followed by a name: Dear Susan, Hello Jim, etc.
- Kept clear and concise. Formatted with each point or question which needs to be addressed clearly visible – use bullet points or numbers if the text is too long.
- Ended with a sign-off (for example 'Best regards'). A signature should be added for external emails, including your full name, title at ETAS and the word 'ETAS':
Amy Jost, Past President, ETAS, for example.
- Courteous and helpful. Always re-read a message before you send it, and ask yourself these two questions:
 - a) Would I like to receive this message?
 - b) Would I know what to do if I received this message?
- Sent with the 'delivery receipt' only if you really need it.
- Not sent in anger or while upset. Let yourself cool off for a day and re-read it before you send it. You are representing ETAS and we don't need our reputations hurt due to even well deserved frustration.

For mass mailings:

- Never sent to a **list of members** where the others can read the email addresses – use the 'bcc' for that. If it is an internal volunteer email, or the parties are discussing an issue, you can show email addresses. (See 'Guidelines – Sending Emails to Regional / SIG Members' if you're not sure how to do that.)