



E-mail Etiquette

Small Business Success on the Web
Small Business Development Center at Stony Brook University
WDinteractive.com • PrimeVisibility.com

Basic E-mail Netiquette

1. Clearly summarize the contents of your message in the subject line
2. Hide multiple e-mail addresses in BCC (Blind Carbon Copy)
3. Keep your messages short and focused
4. Avoid using ALL CAPITAL LETTERS
5. Avoid sending e-mails to large numbers of people
6. Include your name, contact information, Web address at the bottom of the message in your "sig"
7. Don't forward virus warnings or cautionary tales
 - www.snopes.com
 - www.mcafee.com
8. Don't open unsolicited attachments
9. Use virus filters
10. Trim quoted e-mail in replies

Best Business Practices

1. Reply to customer e-mail within 24 hours
2. Be extra polite
3. Don't write anything you wouldn't say in public
4. Nasty e-mails should be avoided (flames)