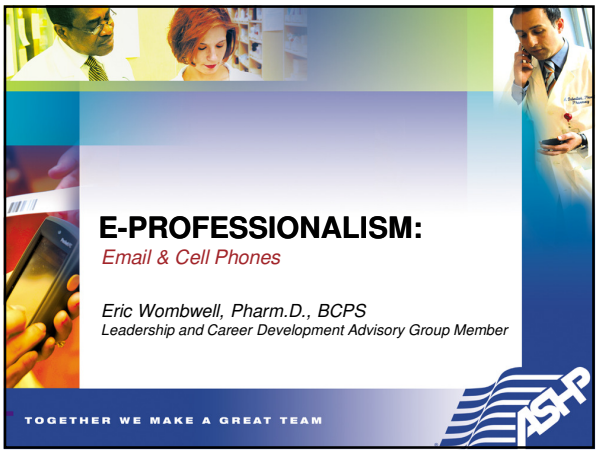


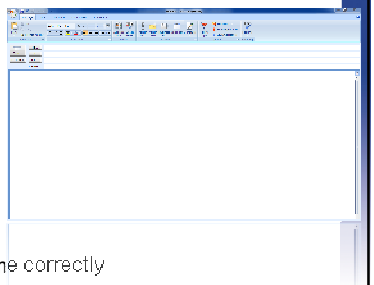
Learning Objectives

1. Identify two ways to conduct more professional email communication.
2. Apply two techniques to improve professionalism when using a cell phone.
3. Apply appropriate text message use for business communication.

Email

- Structure
- Content
- Tone

Structure



- Subject:
  - No “hi”
  - Be specific
- Greeting
  - Recipient
  - Spell the name correctly
- Closing
  - “Regards”

Structure

Email is business correspondence

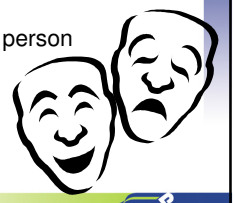
- DO NOT USE ALL CAPS
- Use “Plain Text”
  - Avoid smiley faces
  - Limit font colors
- Attachments
  - Helpful for extensive information
  - Consider instructions

Content

- Get to the point
  - Be brief and concise
  - Short paragraphs
    - 3 lines or 17 to 20 words
- Use Email for facts
  - “should” = red flag
  - Criticize in private, praise in public

Tone

- How do you interpret emotion in email?
  - State the emotion in the email
  - Call the individual
  - Talk to the individual… in person



Other Thoughts on Email

- Designate specific times for email
- Follow-up on email
- Avoid inappropriate email addresses
  - *hotrx@aol.com*
- Out of Office auto-response

Cell Phone

On

Off

Text messaging

Avoid Public Conversations

- Conversations in public
  - 10-foot proximity rule
  - Maintain a low voice
  - Keep it short

Turn Off the Cell Phone

- Interviews, presentations, meetings
- Funerals, weddings, worship
- Theaters, museums, observatories
- DRIVING

Texting

- When is it appropriate?
- Limit short hand (LMK, IDK, etc.)
- Keep it concise
  - No more than 140 characters
- Do NOT text while…
  - Driving
  - Speaking with another person
  - In a meeting

Conclusion

- Make an announcement
- Educate others
- Be a *GOOD* example

Content developed by the *Leadership and Career Development Advisory Group*

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