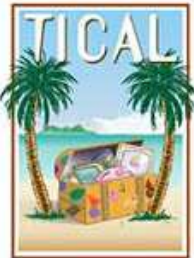


E-mail Protocol and E-mail Etiquette for Effective Communication



Gabe Soumakian Ed.D.
Assistant Superintendent, HR
Burbank Unified School District



E-mail Essentials



- E-mail has become an essential means to communicate.
- Effective use of e-mail requires clear guidelines and expectations.
- You are expected to respond to your business related e-mails in a timely manner.
- Don't respond to unknown e-mails.
- You may never know who will read the content. E-mail is not private.



What is Your Message



- Use good judgment as to when to use an e-mail.
- Use a good descriptive subject title.
- Does the message require a formal attachment?
- Be clear in your writing.
- The type of e-mail message you send is a reflection of your character.
- Be soft on people and hard on issues...there is a difference.
- Do not use company time to send a personal e-mail.
- A Personal e-mail account is easy to set up and access.



E-mail Etiquette for Building Relationships

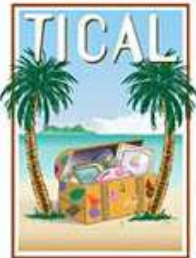
- An opportunity to Build Relationship with our customers.
- Being polite goes a long way.
- Start your e-mail with a simple greeting.
- End your e-mail with a gentle good bye.
- Don't e-mail or respond when angry or upset.
- Don't send an urgent e-mail and expect everyone to act on it immediately.
- Don't forward an e-mail without the permission of the author.
- Keep editorial comments to yourself.



Sending E-mail to a Group



- Is this message appropriate to the group?
- Should every member of the group receive this e-mail?
- Does this message apply to the members of this group?
- You do not always need to respond to group e-mails.
- Forward e-mails to groups when you have interacted.
- Behave properly with listserves and groups



Managing your E-mail

- E-mail should be viewed and responded to within 24 hours.
- set e-mail to auto-reply if the you cannot respond within 24 hours.
- E-mail should not be read during any meeting.
- Treat parent and student e-mails as a phone call.
- E-mail should not be treated as a parent conference.
- CC only when you wish to inform others and you don't expect them to respond.
- Don't print every e-mail. Organize your e-mails into folders.
- Delete and purge ALL e-mails and folders once a week.



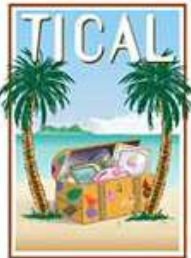
Spammer's Favorite Tricks

- Check email address
- Phony subject line
- Numeric address formats
- Celebrity subject headers
- Doubtful content
- Fake unsubscribe links
- Phony return address
- Forged headers
- Common categories



Know and Observe E-mail Laws

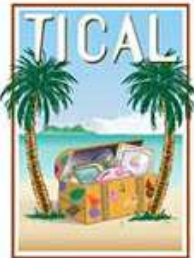
- Employees' e-mail is the property of the District, including the use of personal e-mail accounts on company computers.
- E-mail is like a postcard – anyone can read it.
- E-mail can be subpoenaed.
 - Not only yours but anyone you communicate with
 - E-mail has an indefinite shelf life. In fact, governmental agencies are now required to archive all e-mails sent on the network.



Employee Technology Use

California School Board Policy 4040

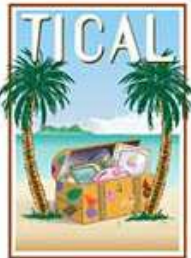
- Employees are responsible for the appropriate use of technology.
- Employees should be aware that computer files and communications over electronic networks, are not private.
- confidential information should only be transmitted with approval.
- All employees should have read and signed the District's Acceptable Use Policy (AUP).



Top E-mail Etiquette Tips



- Identify yourself at the beginning of the e-mail.
- Keep the message simple and clear.
- Keep harassment and discrimination policies in mind.
- Humor and sarcasm can backfire.
- Don't use e-mail to let off steam or flame a conversation.
- Copy with care. Reply to all with care.
- Be cautious sending attachments.
- Edit your e-mail before you hit send.
- Always delete spam right away.



Thank You



- Learn more about technology uses at www.portical.org
- Have a great day and make someone else's day great one too!

