Email Standards and Etiquette Guidelines

Staff are asked to keep the following email standards and etiquette guidelines in mind when sending emails on behalf of Center For Family Services. These guidelines pertain both to internal and external emails. The standards promote branding and professional appearance.

1. Include a signature block that follows our branding guidelines

All staff are asked to use a classic font such as Arial, Calibri, or Times New Roman for your signature block. Be sure the font and font size in your signature block is consistent in all lines of your signature. Avoid signature add-ons. In other words, please do not include quotes or background colors in your emails/email signatures.

Please follow the following format for your email signature. Use a classic font such as Arial, Times New Roman or Calibri (no italics):

> First/Last Name
> Pronouns (optional)
> Job Title
> Center For Family Services
> Address/Location (optional)
> Email Address
> Work Phone
> Cell Phone (if you have an agency cell number)
> Fax (optional)
> centerffs.org
>
> Follow Center For Family Services on social media (optional)
>
> Agency Branded Image (optional). For your reference, the branded image options and directions can be found on the PR section of the website or in the Guidelines for Daily Operations – PR section.
>
> This communication, including attachments, is confidential, may be subject to legal privileges, and is intended for the sole use of the addressee. Any use, duplication, disclosure or dissemination of this communication, other than by the addressed, is prohibited. If you have received this communication in error, please notify the sender immediately and delete or destroy this communication and all copies.

2. Keep your fonts classic

You want your emails to be easy for other people to read, so be sure to keep fonts, colors and sizes to a 10- or 12- point type and an easy-to-read font such as Arial, Calibri, or Times New Roman.

3. Be sure to include a clear, direct subject line

People may decide whether to open your message based on your subject line, so be sure to include a clear subject. Here are a few examples of good subject lines: "Meeting date changed", "Quick question about

your program", or "Suggestions for the agenda". Please be sure to avoid sending an email without a subject line.

4. Think twice before sending an email to the all staff listserv or to the supervisors listserv
Does your message pertain to all or most of our 1500 employees across the state of New Jersey? Or to most of our 120 supervisors across the state? If not,then please do not send to all employees or to the all supervisors listserv. For example, if your message pertains only to Gloucester County programs then you are asked to avoid sending to the all employees listserv or to the all supervisors listserv.

5. Think twice before hitting 'reply all'
Always refrain from hitting "reply all", unless you really think everyone on the list needs to receive the email. Take a few extra seconds to make sure you don't accidently hit "reply all" as this fills other people's inboxes unnecessarily. Always avoid "reply all" if you your message is intended for a single staff person. For instance if you are congratulating a staff person, avoid sending the message to everyone on the email.

6. Use professional salutations
Start your message with "Hi" or "Hello" or "Good Morning/Afternoon". Always avoid laid-back expressions like, "Hey you guys".

7. Be mindful of wording
Say please and thank you. Avoid negative words such as failure, disappointed, neglected, orwrong.

8.   Use exclamation points sparingly
If you choose to use an exclamation point, use only one to convey excitement

9. Keep tabs on your tone
The goal is for a friendly tone to your emails. Always read your message out- loud before hitting send. If it sounds harsh or abrupt to you then it will sound harsh or abrupt to the reader. Tone in an email can be easily confused without the context from vocal cues and facial expressions.

10.   Be cautious with humor
Humor and jokes can often get lost in translation, especially without the context of tone or facial expressions. In a professional exchange, it is best to leave humor out of emails unless you know the recipient well. When in doubt, leave it out.

11.   Be sure to proofread every message
Read and re-read your email a few times, preferably aloud, before sending it off. Consider downloading the free app Grammarly Keyboard to help improve grammar and spelling. Take a few extra seconds to double check to ensure you selected the correct recipient.

12.   Nothing is confidential--so write accordingly
Assume that others will see what you write. Avoid writing anything you wouldn't want others to see.

Thank you for following these guidelines which help promote branding and professional appearance.