E-mail etiquette refers to a set of guidelines that, when followed, help you to use your e-mail effectively and appropriately. In this method of communication, we cannot rely on body language or tone of voice to convey our point or clarify our meaning. To avoid the most common e-mail pitfalls, follow these dos and don'ts.

**E-mail Dos**
- Clearly summarize the purpose of your message in the subject line.
- Keep your message short and focused.
- Separate text into paragraphs.
- Use upper and lower cases correctly.
- Review your message before sending it.
- Check spelling and grammar.
- Be polite.
- Exercise caution when using humor.
- Provide contact information at the end of your message.
- Keep messages brief and to the point when replying to an e-mail.
- Reply in a reasonable time frame.
- Use pre-set groups whenever possible.
- Use BCCs (Blind Carbon Copies) when addressing a message to a large group of people.
- Embed text rather than attach a file when possible.

**E-mail Don’ts**
- Send anything that you wouldn’t want to see in tomorrow’s paper.
- Use sarcasm.
- Use all capital letters.
- Overuse emoticons
- Use “urgent” and “important” except when necessary
- Send or forward chain letters through e-mails
- Reply to spam.
- Send e-mails discussing sensitive issues (i.e. politics, religion, etc.)
- Keep e-mails on the server longer than necessary.
- Send abusive, harassing or “flaming” messages (i.e. venting emotions)
- Exchange e-mails if it appears that the dialogue has become confrontational