

Email etiquette policy

First developed	Quarter 1, 2018
Last review date	Quarter 3, 2024
Scheduled review date	Quarter 3, 2026
Purpose	<p>To effectively communicate across cultural, linguistic and geographical lines, it is important to consider how we format our email according to various cultural standards. Although there is no perfect universal formula, conducting due diligence and considering cultural differences in email communication will build trust, inspire respect and build long-lasting relationships.</p> <p>This policy aims to make sure that you are corresponding with global stakeholders and colleagues appropriately and showing cultural respect.</p>
Policy	<ul style="list-style-type: none">• Be sure to include a subject line, with at least two to three words summarising what will be included in the email. A vague or absent subject line may cause the recipient to ignore the email altogether as potential spam.• Include the level of urgency in the subject line. Some good examples include adding “Action Needed” for important projects and “Action Required” for timely projects or “For Information” if no action is needed.• When addressing the email, use proper titles according the contemporary customs of the recipient’s culture. For example in some cultures it is customary to use Mr, Ms or Madame, Monsieur etc.• Never begin your email with “Hi” or “Hey.” This lacks professionalism in nearly every country. As a general rule, beginning your email with “Dear” or “Good Morning”. If you’re using time-sensitive greetings, consider the recipient’s time zone so you avoid wishing a stakeholder a good morning when it’s already close to midnight in their zone.• Pleasantries such as “I hope that you are having a good day” or “I hope that you are well” are perceived as inappropriate or insensitive in many countries as it is seen as an invasion between work and personal life. Some people may find it upsetting to receive these pleasantries if they have suffered a loss or having a difficult time in their life. While the sentiment behind these may be genuine, they should not be used in a professional environment, particularly as you don’t know what people are going through in their own lives. Always do your homework to understand modern practices in the receiving country in relation to pleasantries.• Humor is culture-specific, so is best so avoid. Also note that sarcasm rarely comes through in email — instead, attempts at sarcasm or irony may translate as flippancy or a jab.• When scheduling a meeting or setting dates with global counterparts, use the full version of a date and time and time

	<p>zones for example Monday 1 January 2019, 3pm AEST/7amCET</p> <ul style="list-style-type: none">• Close the email professionally. Use closing phrases or words such as “Kind regards,” “Kindest regards,” “Best regards”, “Many thanks”, or “Sincerely.”
Policy Implementation and assignment of responsibility	All staff, volunteers and Board members are responsible for adhering to this policy