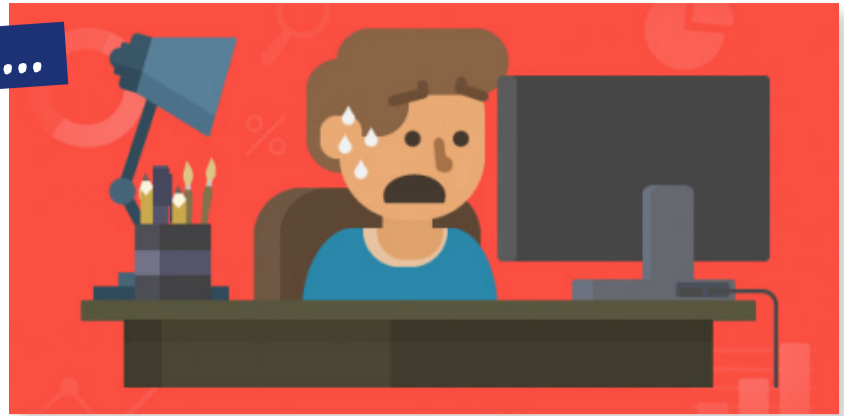# ONLINE SAFETY TIPS

Lightstone

How's this for some stats...

Statistics, extrapolations and counting by Radicati Group from **February 2015** estimate the number of emails sent is...

205 billion per day

that means

2.4 million every second

which is

74 trillion every year

That's a number of emails....

I am sure that you have sent a few that you likely regret sending after you hit the **send button** or that you saw a few days later, and it either did not convey the message you intended, or even worse, escalated things to a point you regret...

So let's talk about email etiquette...

(...And you know that **"recall email"** feature that some of you may have used when trying to recall an email sent in error? Well it is not really honoured by most email systems, so it rarely works for Internet based email systems *(the bulk of them)*. So don't rely on it to get you out of trouble when you send an email in anger...)

In general, the following are great rules to live your email life by...

- Be very careful of the use and/or purpose of the **CC field** and the **BCC field**. I have met few people that have used it well without an ulterior motive.

- Try not to use **swearing**, **slang** or **nicknames**.

- Don't include the customer on internal discussions and **ensure that any internal discussions are removed before forwarding a mail to a customer**.

- Don't **SHOUT** *(using capitals)*.

- Try not to **"reply to all"**.

- DO NOT..... never.....ever......**write an email in anger**. Don't be tempted. Very little good comes from that.

- Choose your subject line wisely. Don't just say, "Hello!", **include as many details in the shortest format possible**.

- Prioritize email responses, **not every email needs to be answered straight away**. Take from the email what you need and complie a "to-do" list.

- Get straight to the point and avoid as much **necessary "blah-blah"** as possible.

- Don't manage a team project through email. This leads to frustrations, misunderstanding and confusion. **Email is a way to communicate - not plan**.

- Don't **waste time classifying** all your emails - there is a **search bar**.

"To me however, the most important thing about email etiquette is to understand what email should NOT be used for.

Simply put email is not a substitute for a conversation. When you've emailed someone about something, it doesn't mean you've done something about it, it means you've emailed about doing something about it! ...

Sending an email often is wrong. Just get off your butt and walk over to the person and have an actual conversation. Or pick up the phone. **We have the ability to speak for a reason and I am sure the other person would appreciate the human to human conversation.** We like that kind of thing."

GET UP OFF YOUR BUTT.

...And when you are out of the office, **do your email system a favour and let it know!**

A simple **"out of office"** lets people know who to direct things to in your absence, but also not to wait for a response. **Don't leave them hanging.**

I also find that when I use the out of office, that there is **less emails to deal with when I get back from leave or a business trip.**

out of office

A word from the world of IT
George, Lightstone Group Technology Officer