The Dos and Don'ts of EMAIL ETIQUETTE

How to communicate professionally to make a good impression.

An email is often your first contact with a prospective employer. However, it is often understated or even forgotten. Here’s how to make a positive impression, from the very beginning.

TOP TIPS

**DO:**

- Have a clear subject line.
  - E.g. position title - First name Last name
- Have a formal salutation and closing.
  - E.g. Dear/ Mr./Mrs./ Ms, Hiring Manager
  - E.g. Sincerely, Best Regards, Respectfully
- Include a name next to your salutation whenever possible.
  - E.g. Mr./Mrs. First name Last name
- Identify yourself.
  - E.g. name and program.
- Keep it short and simple.
- Be selective with exclamation marks.
- Remember your signature.
  - E.g. Best Regards, First name Last name
- **Proof read!**
- Be consistent.
- Always reply and be polite.
- Respond promptly.
- It’s OK to follow-up after 2 weeks.

**DON'T:**

- Use slang or vulgar language.
- Be too casual.
  - Hi, Hello, Hey, Hey there, etc. are not appropriate.
- Be insistent or demanding.
  - Phrases such as "I want" and "Do this for me" are not appropriate.
- Forget to attach your documents.
- Follow-up too soon or too often.
- Forget your signature.
- Be generic.

**NOTE:** Naming your files is more important than you think! Be intentional.

_Example:_ Firstname Lastname_Coverletter_company name
**EMAIL SAMPLES**

**INTRODUCTION EMAIL - SENDING YOUR APPLICATION**

Subject: [insert title of position - first name, last name]

Dear Hiring Manager,

My name is [name] and I am a [major] student at the American University of Paris. I was pleased to discover your upcoming [title of position] internship opportunity. Please find my cover letter and resume attached.

I look forward to hearing from you.

Kind Regards,

[name]

**INTRODUCTION EMAIL - SPONTANEOUS APPLICATION**

Dear [Insert name of person who contacted you],

Thank you for contacting me about your internship opportunity at [insert organization]. I am delighted to hear that my profile stood out to you. Unfortunately, I must respectfully decline your offer at this time. Thank you for your consideration.

Sincerely,

-[name]

**FOLLOW-UP EMAIL**

Dear [Insert name of person who contacted you],

My name is [name]. This email is to follow-up about an application for the position of [title of role you applied for] that I applied for on [date]. I am highly interested in this role because [insert reason]. I am attaching my resume and cover letter for your convenience.

I look forward to hearing from you.

Sincerely,

-[name]

**DECLINING AN OFFER**

Dear [Insert name of person who contacted you],

Thank you for contacting me about your internship opportunity at [insert organization]. I am delighted to hear that my profile stood out to you. Unfortunately, I must respectfully decline your offer at this time. Thank you for your consideration.

Sincerely,

-[name]