



Email Netiquette

Directions: Read each of the four emails, paying close attention to the positive and negative moves made by each writer. Then, evaluate each example using the grid on the other sheet you've been given. Be prepared to defend your answers with specific elements from the examples.

Example A

New Message — * X

Recipients Robert Jacobson <RJacobson@prestigiousfirm.com>

Subject Hello

Dear Robert,
My dad was reading the newspaper yesterday and noticed the article in the business section about your companys summer internship program. He said I should apply for your program, so that's why I'm sending this email.

I really like the law and think I might want to be a lawyer someday. I think your firm would be a great place to spend part of my summer vacation. I'm also going to work as a camp counsior for a few weeks in July, but I think we would be able to arrange our calendars to make this happen.

I would love to talk to your about the position. Please email me back as soon as you can!

Thanks,
Sally Student
<gigglegurrl@gmail.com>
(555) 765-4321

Send A | 📎 + 🗑️ | ▾

Example B

New Message — * X

Recipients Robert Jacobson <RJacobson@prestigiousfirm.com>

Subject Summer internship application

Good morning Mr. Jacobson,
My name is Polly Pupil and I'm currently a sophomore at Roosevelt High School. I recently heard about your summer internship program for incoming high school juniors and would like to respectfully submit my application for consideration. In researching your company, I've learned that three of your firm's partners currently serve on the state university's advisory council and two others have held public office. Your firm's willingness to share such expertise with our community's youth shows me a lot about the spirit of your firm; this is a place I where it would be an honor to work, if only for a short amount of time this summer.

Attached to this email you will find my application and resume. I appreciate your taking the time to review my materials and look forward to hearing from you soon.

Warm regards,
Polly Pupil
<pollypupil@gmail.com>
(555) 765-4321

Send A | 📎 + 🗑️ | ▾

Example C

New Message

Recipients Robert Jacobson <RJacobson@prestigiousfirm.com>

Subject This summer

Hey Mr. Jacobson,
Thank you SO much for sponsoring the summer internship with your law firm. My Honors Civics teacher told us about the program and it sounds AMAZING! I would love to be considered and have attached a completed application to this email for you to review.

I dream of being a lawyer someday and know that the knowledge and experience your firm could provide me would go a long way toward helping me achieve my goals. Everyone agrees that your firm is the best in the city!

If you have questions or concerns regarding my application, please don't hesitate to contact me. I really appreciate your time and consideration. :-)

Thanks,
Lana
<lanalearner@gmail.com>

Send | | | + | |

Example D

New Message

Recipients Robert Jacobson <RJacobson@prestigiousfirm.com>

Subject Summer internship?

Mr. Jacobson,
My name is Erin Erudite and I'm currently a sophomore at Roosevelt High School, where I serve as president of our school's Spirit Club (Go Bears!) and president of our chapter of Youth in Government. When my history teacher recently explained your summer internship program to our class, I knew I had to apply. Since I first defended one of my friends against some bullies in third grade, I have always wanted to be a lawyer. It's important for people to stand up for people who can't stand up for themselves. I read in the paper that your firm recently successfully defended Thomas Smith against those false fraud allegations. That was a compelling case and your lawyers did a great job making everyone in the courtroom, and in our town, realize that Smith was innocent. I want to work this summer for people like your team of lawyers, people who are willing to do the hard, but important work of defending the innocent. Attached you will find my completed application. Thank you for taking the time to review my application. I look forward to hearing from you soon.

Sincerely,
Erin Erudite
<erinerudite@gmail.com>
(555) 765-4321

Send | | | + | |



Em@il Netiquette

Evaluate each of the four emails, listing both the positive and negative aspects of each. Then, rank the four emails from best to worst in the space provided. Be sure to explain/defend your ranking. If you need more space, feel free to continue writing on the back of this sheet.

Email A

Email B

Circle one:

1st
The best!

2nd

3rd

4th
The worst!

Circle one:

1st
The best!

2nd

3rd

4th
The worst!

Email C

Email D

Circle one:

1st
The best!

2nd

3rd

4th
The worst!

Circle one:

1st
The best!

2nd

3rd

4th
The worst!



Email Netiquette

Evaluate each of the four emails, listing both the positive and negative aspects of each. Then, rank the four emails from best to worst in the space provided. Be sure to explain/defend your ranking. If you need more space, feel free to continue writing on the back of this sheet.

Email A

Pros:

- Message/Purpose of email is clear

Cons:

- Subject line is too vague/similar to spam
- Addressing recipient "Robert" is too familiar
- Sally's dad found out about the internship; this makes her sound uninvolved/sheltered
- Choppy flow
- Too many sentences begin with "I"; this sounds too self-involved
- Misspelled "counselor," no apostrophe in "company's"
- Request for a return email to chat about the program is not reasonable; Mr. Jacobson is a busy man and likely doesn't have time to chat about the program. Better to just send in the application.
- Sally's email address is unprofessional
- No off-line contact info. given

Circle one:

1st
The best!

2nd

3rd

4th
The worst!

Email B

Pros:

- Clear subject line
- Professional salutation with, "Good morning..."
- Quickly and clearly identifies herself
- Evidence that she has researched the firm and position
- A little flattery, but not overly done
- Professional tone throughout
- Good sentence variety and understands advanced writing/punctuation techniques
- Appropriate email account name
- Includes off-line contact information

Cons:

- Could break the first paragraph into two smaller paragraphs to make the email more easily read

Circle one:

1st
The best!

2nd

3rd

4th
The worst!

Email C

Pros:

- Message/Purpose of email is clear
- Appropriate email address given

Cons:

- Subject line is too vague
- Overall tone is far too casual
- FULLCAP words are not appropriate for business email
- Smiley-face emoticon is not appropriate
- "Hey" is not an appropriate salutation here
- Flatters without any evidence of research. The "Everyone agrees..." line is artificial.
- Signing off with only "Lana" isn't professional
- No off-line contact info. given

Circle one:

1st
The best!

2nd

3rd

4th
The worst!

Email D

Pros:

- Quickly and clearly identifies herself
- Some evidence that she has researched the firm, but overall research efforts seem thin; it doesn't seem like Erin really knows what she's talking about with the Thomas Smith case
- Good energy in the writer's voice; feels like a lively person wrote this email
- Appropriate email account name
- Includes off-line contact information

Cons:

- Subject line shouldn't be a question
- A smoother salutation could be used
- Recipient's name is misspelled - this mistake guarantees that you will not get the job. **Always proofread your emails.** Also, other small errors, such as "red" instead of "read."
- Email is one long paragraph. Need to break into smaller parts to make it more easily read.

Circle one:

1st
The best!

2nd

3rd

4th
The worst!