



Vancouver Northeast Employment Services Centre

Email Etiquette

Communicating via email has become the norm in the job search and application process. Most organizations prefer to send out job postings and receive applications via email in order to maintain a digital trail of related activity.

Take the time to prepare and think through the content of your emails to ensure that you're making a good first impression! Use following guidelines when you communicate via email with potential employers. Your application will be taken more seriously and will often be given more credibility.

EMAIL ADDRESS:

Create and use a formal email address (that includes your name) for your job search rather than your social email address (e.g. JSmith@email.com).

Use of an informal address (e.g. hotdog@email.com or sillygirl@email.com) is not appropriate and may result in your application not being taken seriously, ignored or deleted.

SUBJECT LINE:

Ensure that your subject line is clear and specific to the content of your email. When applying for a position, follow any directions provided by the employer on the job posting (e.g. Please include "Your Name - Reference#: 012345" in the subject line of your application).

In the absence of specific directions, it's a good idea to use a similar format (e.g. John Smith-Application for Administrator Position).

A blank subject line is unacceptable and may result in your email being automatically ignored or deleted.





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SALUTATION:

Spell the recipient's name correctly, and do not use a gender-specific title if you're uncertain of the recipient's gender (e.g. Terry Jones may short for Terrance Jones or Theresa Jones, it may be best to address your email to "Dear Terry Jones:").

If no name is supplied, "Dear Sir or Madam:" is always appropriate. Another approach is to address your communication to a specific position (e.g. "Dear Hiring Manager").

CONTENT:

Use a **business-like writing style**, pay attention to your **grammar, spelling and punctuation**. Be **clear, concise and to the point**. It is appropriate to duplicate the content of your cover letter in your email, or you may choose to refer to attached documents specific to your application (e.g. "Attached please find my cover letter and resume for your consideration.").

Ensure that the email includes enough information for the employer including; **a brief introduction in your email explaining why you're writing**, the position you are applying for, your basic qualifications and your complete contact info. Don't rely on spell check, it won't catch words that are spelled correctly but misused within the context of a sentence. Have someone else proofread your email before you send it.

FONT STYLE / UPPER AND LOWER CASE:

Avoid using fonts that are so stylized that they are difficult to read. It's best to use a standard system font (e.g. Arial, Verdana, Calibri). Don't use ALL UPPERCASE. It's the email equivalent of **SHOUTING!**





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SIGNATURE BLOCK:

Your signature block refers to the block of information that closes your email. Include **your full name and full contact information, including mailing address, email address and phone number(s)**.

Do not include a scanned signature, images, quotations and sayings in your signature block.

GRAPHICS / BACKGROUNDS:

Avoid graphics and backgrounds in your email, they are unnecessary and increase the size of your email message.

Animated graphics, symbols 😊 and emoticons :0) are completely unacceptable!

ATTACHMENTS:

Follow the employer's instructions specific to attachments. With the employer in mind (rather than yourself), use meaningful document names (e.g. "JohnSmithResume.doc" vs. "Resume Dec01.doc").

When attaching a file include the appropriate extension ".doc" or ".docx" for MSWord documents, or ".pdf" for documents that can be read with Acrobat Reader. Prior to attaching your files, scan them for viruses.

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We are located at:

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