



 VIRTUAL ELVES

Do's and Don'ts: Email Etiquette

Don'ts

- Don't use lower cases or all capitals throughout the email.
- Avoid sarcasm, double meanings and harsh words.
- Don't send the email without proofreading for correct grammar, punctuation and tone.
- Don't add long URLs, rather, shorten URLs or link them to a relevant word.



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Do's

- For professional emails, always use sentence case.
- Use the correct punctuation and capitalization of proper nouns (e.g. Virtual Elves, VA Charisse Perez)
- Use formal and polite tones.
- Be clear in your emails, otherwise, offer a meeting if more clarity is necessary.
- If unsure whether to send the email or not, ask someone else's perspective and suggestions.
- Use CC and BCC appropriately.
- Always be aware of cultural and time zone differences.
- Set out-of-office auto response when you are on leave or when you are expected to be out of touch within a given period



When to use CC and BCC:

CC stands for Carbon Copy. It is used to send a copy of an email to additional recipients, allowing everyone in the CC field to see who else has received the email. CC is particularly useful when you need to keep multiple parties informed without addressing them directly.

Best Practice: CC simply shows that it is important to the sender that everyone knows who are on the loop. If you are CC'd, always pay attention to the email.

BCC stands for Blind Carbon Copy. It allows you to send an email to multiple recipients without revealing the list of recipients to each other. Additionally, BCC is particularly useful when the sender does not want to reveal the email addresses of the other recipients, as in the case of mass emailing.

Best Practice: This characteristic is particularly useful when the sender wants to conceal who else is in the loop. When you are BCCed, don't reply to all or address the other receivers because you are supposed to be concealed. You can simply email the sender directly.



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Situations where Email is a better option

1. Distributing formal updates, presentations, or multi-step instructions

Example: A VA emails a report to a client summarizing milestones achieved, timelines, and upcoming deliverables for documentation and reference.

2. Communicating sensitive information that requires documentation

Example: An HR manager emails the VA regarding a contract amendment or a performance review, ensuring the exchange is formal and archived.

3. Collaborating with clients, partners, or external teams

Example: A VA sends a proposed idea to a client about a project and provided relevant data.



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Situations where Chat is a better option

1. Coordinating quick updates or addressing minor roadblocks

Example: A team leader pings the team channel to confirm if they have seen the new Memo from the management.

2. Sharing informal feedback or asking quick questions

Example: A new VA is unsure about what to do so they ping the team leader about some questions or concerns.

3. Holding impromptu discussions without scheduling a meeting

Example: Knowing that the client is online at the specific time of the day, the VA wants to clarify with the client about a certain task before commencing the work.