Channeling the Flood of Email

**Do it right from the start**

- Don’t postpone deleting junk mail
- Create a filing system
- Sort business-related email
- Consistently manage email records

1. **Write for the front page.** Emails are professional communications—ask yourself how your email would represent UCSC if it appeared on the front page of a newspaper.
2. **Never send personally identifiable information (PII) in an email.** Unless encrypted, its insecure, an invasion of privacy and against the law.
3. **Double-check the recipient email address.** Ensure its accuracy. Sending to the wrong person is embarrassing but sending sensitive information where it doesn’t belong can be a crime.
4. **Assign Action** to recipients in the ‘To’ line only. CC’d recipients don’t expect to receive an action item.
5. **Copy only those who need to know.** Don’t cc or bcc unnecessarily.
6. **Limit the use of ‘reply to all’.** Is your email really intended for everyone? Don’t send personal messages, or ones the whole group doesn’t need to read to everyone.
7. **Use a meaningful subject line** that clearly summarizes your message. Subject lines that wrap are inconvenient; ones that say ‘stuff’, or ‘read this’ or ‘today’ could trigger a spam filter.
8. **Change the subject.** When an email becomes a long thread of replies it may expand or turn to other topics. Ensure the subject line reflects what is actually being discussed. The messaging system will keep track of the message thread.
9. **Limit the length.** Users seldom read multi-page emails—attach a document to your email instead.
10. **Trim content for responses.** Excerpt only those points to which you are responding.
11. **Simplify the signature line.** Signatures longer than the message, containing political statements, or including pretty, shiny, blinking graphics are not professional.
12. **Don’t include the entire thread every time.** Send your contributory email including only the previous 2 or 3 thread items for context.

**Records & Information Management**

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