

RSO Email Professionalism Tips

(Adapted from <http://www.businessinsider.com/email-etiquette-rules-barbara-pachter-2013-10> and <http://www.inc.com/guides/2010/06/email-etiquette.html>.)

You have been tasked as the communications point person for your RSO. Great! How can you be sure that you are putting your best foot forward? Here are some tips!

1. Include a clear, direct subject line. If it's the first contact, include your event name, date, location, and time in the subject line.
2. Use your RSO's uark.edu email address. (This ensures continuity over the years of your group.)
3. Introduce yourself on the first contact.
4. Include your RSO full name (no abbreviations or shortcuts). If you have "The" in the name, include it. Most departments on campus just rely on a list of RSOs and cannot find you by abbreviation.
5. Be professional in your content:
 - a. Use an appropriate greeting (Good morning, Good afternoon, Hello, etc.)
 - b. Write in full sentences.
 - c. Use exclamation points sparingly.
 - d. Let the receiver know who is cc'd for context.
 - e. Be cautious with humor. Tone of voice and body language disappear over email.
 - f. Know that people from different cultures speak and write differently.
 - g. Sign off with Thank You and include contact information – name, position in RSO, email address, and phone number.
 - h. Take the time to use spellcheck and re-read your content to make sure the content is clear.
 - i. Avoid using slang, and abbreviating words (for example ttyl for talk to you later)
6. Reply to emails you receive back.
7. Think twice before hitting "reply all." Does everyone on the thread need to see it?
8. Remember that every email is a reflection of you and your Registered Student Organization.

Example of an unprofessional email:

To: Outdoors@uark.edu
From: Myrso@uark.edu
Subject: event

Need space for an event Friday.

Example of a professional email:

To: Outdoors@uark.edu
From: Myrso@uark.edu; advisor@Uark.edu
Subject: Lemonade Fundraiser Monday, Oct. 31 on the Union Mall from 11-3

Good afternoon:

This is Rosa Edwards, president of MyRSO. MyRSO would like to conduct a fundraiser on the Union Mall Monday, Oct. 31 from 11-3. We have submitted the Fundraiser Notification Form to the Office of Student Activities and we submitted an Outdoor Space Request form two weeks ago. Can you please give me an update as to the status of that request? We need to print flyers and I want to be sure we have the space. I'm cc'ing our advisor, Mary Skinner, for her reference. Please contact me at 479-575-5255 or myrso@Uark.edu if you have any questions. Thank you for your time.

Sincerely,
Rosa Edwards
President, MyRSO