

## Current Literature

Hiring with the aid of technology is a time and money-saving proposition for businesses. It has maximized efficiency in the candidate selection process by allowing employers to reach a wider candidate pool as well as easily share candidate information between recruiters and hiring managers. Many employers even prefer to communicate with candidates via e-mail.

In light of this, it is important that one does not underestimate the importance of Internet and electronic communications during the job search. Creating a strong resume, developing your interview skills and conducting company research are important components of your job search. Proper e-mail etiquette or “netiquette” should be a part of your job search arsenal as well. Keep in mind that the first impression you give an employer may be your last, if you do not communicate effectively. This includes email, telephone, fax and any other electronic communication.

Your communication with a prospective employer gives them an idea of how you would also communicate once hired. This could be with a manager, a client or members of your team. With this in mind, it is important that all correspondence with an employer is professional and business-like.

The following recommendations will be important to your job search. These same principles apply once you are hired and communicating on-the-job.

### EMPLOYERS SAY...

“Key components of effective email communication include: Professionalism, Manners & Tone, and Spelling & Grammar. Make sure you incorporate these concepts into your email communications with employers. Failure to do so could have negative consequences on your search.”

#### PROFESSIONALISM

**Appropriate Email Address**—make sure your address is professional. Partygal2006@isp.com or kingof-beer@coolmail.net is not suitable for corresponding with employers. Use your jdoe@Temple.edu account or create a new email account specifically for your job search correspondence.

**Emoticons**—Stay away from emoticons (smiley faces). Trying to be cute or funny is not the effect you want to achieve.

**Avoid Acronyms**—Do not use abbreviations (like u for “you,” or BTW for “by the way”). You would not use them in hard copy correspondence, so do not use them here.

#### MANNERS & TONE

**Manners**—Remember the basic rules of politeness. Use the words “Please” and “Thank you” as appropriate.

**Tone**—It is difficult to express tone in writing, so try to make sure you come across as respectful and professional. Re-read your message before sending to ensure you do not sound demanding or overly-friendly.

#### SPELLING & GRAMMAR

**Correct Spelling and Grammar**—Use spell checker or a dictionary. Errors are not acceptable.

**Punctuation**—Use the normal arrangement of upper and lower case letter. DO NOT USE ALL CAPS! All caps can be interpreted as shouting and are not appropriate for business correspondence.

#### GENERAL RULES

**Subject Line**—Reference the name of the position for which you are applying or create a subject line that would be meaningful to the recipient.

**Wait on Completing the “TO” Address**—Make sure the email is exactly the way you want it to read before completing the “TO” line. This prevents you from accidentally sending the message prematurely.

**Follow Instructions**—Submit your resume (and other application materials) according to the format requested. Do not simply send your resume as an email attachment if the instructions say to apply via the company website.

### HELPFUL RESOURCES

**www.albion.com/netiquette**—Network etiquette, the do's and don'ts of online communication.

**www.netmanners.com**—Email etiquette & netiquette information.

Visit the CSPD website for more professional development tips at <http://www.sbm.temple.edu/cspd>

Add the Fox Center for Student Professional Development to your Blackboard Organizations.

## Quick Tips

### DO...

- Do use a business-like writing style.
- Remember there is a person on the other end of your message.
- Follow the same rules of professionalism you would use when dealing with an employer in person.
- Refrain from using unprofessional language.
- Be concise and to the point.
- Be timely with your correspondence. Do not keep an employer waiting.
- Keep your virus protection up-to-date. You do not want to send a potential employer a computer virus along with your resume.
- Read carefully. The original email may come from Jane Doe, but instructs you to send the resume to John Smith.

### DON'T...

- Send multiple copies. Submitting your resume several times will not improve your status as a candidate.
- Forget the importance of spelling, grammar and punctuation.
- Include anything that has the potential to be offensive or misunderstood.
- Use all capitals or all lower case letters.

## CSPD Overview

The Center for Student Professional Development (CSPD) is a comprehensive Fox School of Business resource focused on preparing you for entry into the professional business environment.

Besides academic preparation, “professional development” is an important component of your university experience. Because of that, the Fox School of Business has integrated professional development into the multi-year curriculum.

As an undergraduate business major at the Fox School, you have access to the services and resources of CSPD. Your utilization of CSPD is an investment in your professional development that will ensure you develop the requisite skills to locate meaningful internships, co-ops and permanent jobs.



### Center for Student Professional Development

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## Center for Student Professional Development

### On-the-Go Series

## NETIQUETTE

