

# MAIL POLICY AND CULTURE



## ADVANTAGES

- Fast
- Almost free
- Can be saved and found again
- Sender and recipient must not be present at the same time



## DISADVANTAGES

- Fast
- Almost free
- Can be saved and found again
- Sender and recipient must not be present at the same time



## USUALLY, EVERYONE ELSE USES EMAIL INCORRECTLY

- Email lacks response signaling
- Recipient interpret for him/herself
- Misunderstandings
  - When the recipient has a different understanding than the sender
  - When accessing documents, journalists can also misunderstand mails
- Emails should only be used for work (and not at all for other business purposes)
- Mails can signal lack of professional distance (very unfortunate in cases of (aktindsigt) access to documents)
  - Avoid exchanging personal opinions (e.g., on controversial topics or other people)
  - Avoid signaling personal convictions (e.g., non-professional auto signature)



# THE PERFECT EMAIL WORLD

- I only receive emails that concern me
- Emails rarely leave me in doubt as to what to do
- We do not use e-mail to clarify discrepancies
- Emails allow me to structure my work day
- I only use my work email in a work context
- I keep a professional distance when writing emails both internally and externally
- I close my inbox with a good feeling of having finished what I should



# RULES OF THUMB

- Before writing an email, consider the following:
  - What should the mail accomplish?
  - Is the message suitable for mail?
  - Who should have the mail?
- He who is silent agrees
- Read through an extra time before pressing send
- Remember the spell check
- Avoid using jokes, sarcasm and irony
- Your emails must be recordable (and can be reproduced in Information)
- Limit the use of emojis
- Do not use your work mail for private use



# CONSTRUCTING A GOOD EMAIL

- Subject line
  - Brief information on content
  - Easy to search again
    - "Hello" vs. Re. Re. Re. Re. Vs. Vs. Re. What the hell is going on? "" Meeting "
- Greeting
  - Hi or Dear?
  - Short friendliness - remember arm length (professional distance)
- Key message
  - "I write you because..."
  - Paragraphs and bullets
- Ending
  - Sum up
  - Auto signature



# CHECKLIST FOR A BETTER MAIL CULTURE

1. Did I write the most important thing first?
2. Should I change my font and style?
3. Have I been polite?
4. Have I been direct?
5. Have I activated my spell check? Do you have?
6. Am I writing something private?
7. Am I furious?

*"What on earth is going on inside you? I'm sick and tired of your unprofessional way of dealing with customers. It is unbelievable that you can run a business at all. Or are you just unable to do your job? You can't even spell! Get a grip!"*

*- Paul'*



# CHECKLIST FOR A BETTER MAIL CULTURE

8. Should I call instead?
9. IS ANYTHING WRITTEN IN CAPITAL LETTERS IN THIS MAIL?
10. Could this mail be shorter?
11. Do I write exactly as I speak?  
*"Hi Anne @  
 Thank you for your suggestion to meet !! You just come up with a presentation ..... then I will probably show up and criticize it :-))  
 Lots of (!!) best wishes Stig @"*
11. Am I in the process of pressing the "reply all" button?
12. Is this email easy to reply to?
13. Am I about to fall into the courtesy trap?
14. Am I talking about someone else in my mail?
15. Is 3 o'clock at night?



# DIALOGUE ON MAIL CULTURE (30 MIN)

- Discuss the guidelines and checklists provided
- What can we use?
- If AGRO were to have a mail policy / checklist / guideline, what would it look like?
  - Make your own draft



# THE GROUPS

Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
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