



Dear Students,

This month's topic is **'Netiquette'**.

Netiquette means the acceptable way to use the internet. *Netiquette* is how to communicate appropriately on email and social media (Facebook, LinkedIn, Twitter, etc).

WHY?

Email is the most preferred method of professional communication. Your emails can make a positive or negative impression on potential employers, colleagues, professors and other professional contacts (including FFE staff!).

Employers use social media to vet job candidates. A recent [survey](#) shows that:

- 93% of hiring managers reviewed a candidate's social profile before making a hiring decision.
- More than half of hiring managers reconsidered a hiring decision based on what they found online about a candidate.
- 2/3 of hiring managers use Facebook to vet an applicant before or after an interview

Social media can help you get a job. Another [survey](#) shows that:

- 41% of employers are less likely to interview a job candidate that doesn't have an online presence
- 32% of employers found information online about an applicant that positively impacted their hiring decision
- Employers use LinkedIn, Facebook and Twitter to recruit candidates, post jobs and provide company-specific information.

Keep reading this newsletter for helpful tips on writing emails and the do's and don'ts of using social media!

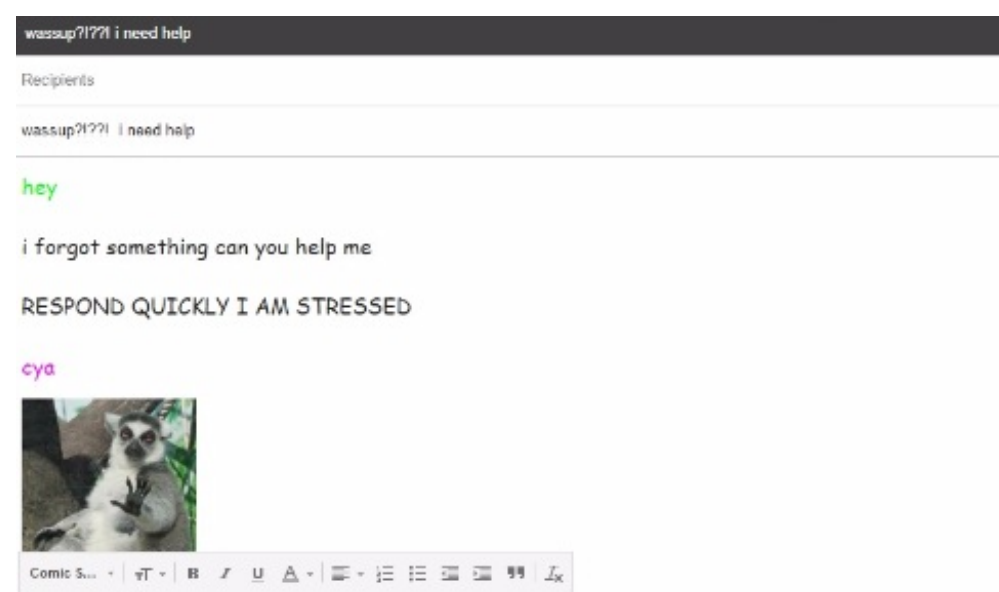
The Golden Rules of Netiquette

- Be respectful, polite and considerate.
- Nothing is confidential. Don't post or write anything you wouldn't want an employer to see.
- Use proper punctuation, spelling and grammar.
- If you wouldn't say or do something in real life, don't do it online either.

Check your Netiquette

Let's start with a small challenge!

See the email below and find five netiquette errors. Come post your answers on the [FFE Facebook](#) group.



Ten Tips for Writing a Professional Email

1. The subject line should be informative and clear. Don't write the message in the subject line.
2. Use basic black text in a normal font.
3. Use the correct tone for your audience. Don't use the same language with employers/professors as you would with your friends.
4. DON'T TYPE IN ALL CAPS. THIS SOUNDS LIKE YELLING.
5. Avoid humor and sarcasm. It can be misinterpreted.
6. Use a professional email address (like shahrukh.khan@gmail.com, not bollywoodking@gmail.com).
7. Reply to emails so that the sender knows you have received it.
8. Proofread every message. There should be no spelling, grammar or punctuation mistakes.
9. Be polite. Say "please" and "thank you."
10. Use proper greetings to start and end the email.

Hello and Goodbye

How to start an email:

- Dear Mr/Ms/Mrs/Sir/Ma'am _____ (formal)
- Hello _____ (semi-formal)
- Hi _____ (informal)
- Greetings (all purpose)
- Good Morning/Afternoon (all purpose)

How to end an email:

- Best
- All the best
- Best wishes
- Regards
- Thanks

What your signature should look like:

Full Name
Branch/Year or Job Role
College or Company
Phone Number

(No artwork, quotes, etc)

Do's and Don't's for Social Media

DO:

- Demonstrate strong written communication skills - no spelling or grammar errors
- Share your volunteer or social work experience
- Make sure the qualifications on your resume match the qualifications on your social media profiles
- Participate in relevant online discussions and groups
- Follow the rules of the social platform you're using

DON'T:

- Post any provocative or inappropriate photos or videos of yourself or anyone else
- Talk about drinking alcohol or doing drugs
- Speak badly about peers, professors, colleagues, your college or workplace
- Use profanity
- Write any offensive or discriminatory content related to religion, culture or gender

Now it's time to put these **Netiquette** skills to use! Send us an [email](#) update. Post on the [FFE Facebook group](#). Join a conversation on the [FFE LinkedIn](#) groups. We look forward to hearing from you!

Follow Us  

Foundation for Excellence India Trust
Indiranagar
Bengaluru, Karnataka 560001

Update your [Email Preferences](#) or [Unsubscribe](#)

**vertical
response**
A DELUXE COMPANY
Free Email Marketing >>