



WORKFORCE CENTRAL FLORIDA

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Job Search Email Etiquette

The coming of the electronic age has drastically changed the way people search for employment opportunities. Job seekers once scanned classified advertisements in the newspaper, but today look to the Internet as a vital source of information. This evolution has also affected the means of communication with potential employers. Instead of picking up the phone or writing a cover letter, it is now acceptable to communicate via email. Email provides a quick delivery and turn around, a quality that is extremely important and valued in today's fast paced work environment. Though if not used properly, email can come across as informal and can easily communicate the wrong message.

It is important to treat every email as formal communication, as the rules and fundamental principles of literary grammar always apply. A poorly written email will give the impression that the sender did not care enough about the recipient or the available position. It is important to take the necessary time to demonstrate to the recruiter desired abilities and writing skills. **WORKFORCE CENTRAL FLORIDA** would like to offer the following tips for communicating via email.

Keep it Simple and Formal

Using standard fonts (we suggest Arial, Times New Roman or Courier in 11 or 12 point), start with the recipient's name as Dear Mr. [name] if available. If the name is not known, use the greeting line 'Dear Sir or Madam.' Before getting too informal or 'friendly,' convey the purpose of the message in the first few sentences. Stick to formal language and avoid fragments, jargon and abbreviations. This language will only confuse or frustrate the reader. While writing any electronic communication, take into account that emails can be saved, copied, forwarded and printed. Anyone could end up reading them so make sure that every electronic document that is sent is accurate, professional and does not contain private information.

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When ending the formal email, close with 'Sincerely' or 'Regards.' This shows professionalism and offers the reader a thank you for taking the time to read the email.

Proof, Proof and Proof Again

Before the communication is complete, take a close look at the letter. It is very important to check for spelling and grammar mistakes. It is easy to type "to" when meaning to type "too". Double check the recipient's email address and confirm the requested method of delivery. If asked to send resumes by US mail, do not attempt to email it. If the employer requests a particular format, find out how to meet his or her request. If not, WCF suggests that you convert your Resume file to the universally accepted "ASCII/Plain Text" document.

Be Available

Most employers do not have time nor do they want to go to a website to track down a potential employee's resume. It implies that the job seeker did not care enough to send it directly to the recruiter. Make sure that the resume is delivered in a timely fashion, and be readily available to respond to an email or telephone call from the recruiter. Never make the potential employer call or email more than once before he or she receives a response.

Follow Up

Though technology is reliable on many occasions, remember the importance of the follow up. Many times emails get deleted, so in addition to emailing a resume it is always a good idea to send a copy the old fashioned way. This enhances the chance of landing the position.

Times are changing and even though people are becoming more and more reliant on technology to communicate, it's important not to get caught up in the convenience and informality of email. Though it may be a faster way of sending information, it is important to follow the same set of guidelines used for any type of formal communication. So, the next time you send an email remember these key points and it might just help get that job you have been looking for!

WORKFORCE CENTRAL FLORIDA (WCF) is the regions largest permanent placement agency, helping over 3,000 employers connect with 47,000 job seekers. WCF offers innovative solutions to assist Central Florida businesses succeed in today's highly competitive workforce, while providing the tools job seekers need to find or advance in their current career. WCF is the regions workforce expert. For more information, you can visit WCF online at www.WorkforceCentralFlorida.com.