**Cogent Content Email Charter**

**1. Respect the recipient**

The sender has a responsibility to minimise the time an email will take to process even if it means taking more time to make the email relevant and easy to read.

**2. Short does not mean rude**

Given the email overload we face, it's okay not to give detailed responses to every question asked in an email. When you receive a brief reply, don’t take it personally and know that we won’t either.

**3. Clarity is cool**

Use a subject line that clearly labels the topic and identifies whether the message is for [Info] or [Action]. The best emails are shorter than five sentences. If it’s longer, make sure the first provides the reason for writing.

**4. Avoid open ended questions**

Don’t sent long emails followed by a non-specific question such as: "Thoughts?". Email generosity requires simplifying and asking easy-to-answer questions.

**5. Cull surplus cc's and avoid ‘Reply All’**

Who needs to be copied? For every recipient added, the total response time multiplies. When there are multiple recipients, don't default to 'Reply All'. You may need to cc a couple of people on the original thread, or you may only need to reply to the sender.

**6. Cut the thread**

Some emails depend on context for their meaning. This means it's usually okay to include the thread being responded to but try not to extend a thread to more than 3 emails. Before sending, cut what's not relevant or pick up the phone instead.

**7. Attack attachments**

Don’t send text as an attachment if it could have been included in the body of the email. If it’s a big attachment send a link to a shared folder or reduce the file size by converting it to a PDF, particularly with presentations.

**8. Give a little present**

If your email message can be expressed in half a dozen words, put it in the subject line, followed by “End of Message” or [EOM]. This saves the recipient having to open the message. Including "No need to respond" or [NNTR] in the subject line can also be helpful.

**9. Cut contentless responses**

An email saying "Thanks for your note. I'll be there.", does not need you to reply "Thanks." That just cost someone 30 seconds.

**10. And finally**

Pick up the phone, speak to the person you want to communicate with and don’t hide a difficult conversation behind an email.

**Save time, save your sanity, save energy, and save the planet\***

\*a typical email generates 1.4g of CO2