

EMPOWERING PEOPLE.
BUILDING SKILLS.
CREATING OPPORTUNITY.

EMAIL & DIGITAL COMMUNICATIONS

COMMUNICATE CLEARLY.
PROFESSIONALLY.
MAKE AN IMPACT.

Effective email and digital communication helps you build strong relationships, avoid misunderstandings and make a positive impression in the workplace.



WHY IT MATTERS

Good email and digital communication saves time, reduces confusion and shows professionalism. It helps you work well with others and get things done.


CLEAR MESSAGES.
STRONG CONNECTIONS.
BETTER RESULTS.



WRITING EFFECTIVE EMAILS

- 1 CLEAR SUBJECT**
Use a clear subject line so the reader knows what it's about.
- 2 POLITE GREETING**
Start with a polite greeting.
- 3 BE CLEAR & CONCISE**
Get to the point. Use short, simple sentences.
- 4 ORGANISE YOUR MESSAGE**
Use short paragraphs or bullet points.
- 5 CHECK BEFORE YOU SEND**
Check your spelling, grammar and attachments.
- 6 POLITE CLOSING**
End with a polite closing and your name.

 Think before you send.
Clear today, understood tomorrow.



DIGITAL COMMUNICATION BEST PRACTICE

- ✓ **Be professional**
Use the right tone and language for your audience.
- ✓ **Respond in a timely manner**
Reply when needed and keep people informed.
- ✓ **Keep messages focused**
Stay on topic and avoid unnecessary information.
- ✓ **Use the right channel**
Use email for formal messages, chat for quick updates.
- ✓ **Be respectful**
Communicate with kindness, inclusivity and respect.
- ✓ **Protect information**
Do not share confidential information or sensitive data.

 **GOOD COMMUNICATION
BUILDS TRUST.**



BEST PRACTICE TIPS

- ✓ Use short and clear subject lines.
- ✓ Use appropriate greetings and sign-offs.
- ✓ Proofread before you send.
- ✓ Avoid using ALL CAPS.
- ✓ Use bullet points or numbered lists where helpful.
- ✓ Keep your emails mobile friendly and easy to read.
- ✓ Thank people and show appreciation.

 **PROFESSIONAL COMMUNICATION
CREATES POSITIVE IMPRESSIONS.**



COMMON MISTAKES TO AVOID

- ✗ Vague subject lines make emails hard to prioritise.
- ✗ Long, unclear emails can confuse the reader.
- ✗ Spelling and grammar errors can reduce your credibility.
- ✗ Forgetting attachments causes delays and frustration.
- ✗ Using the wrong tone can cause misunderstandings.



NEED HELP OR WANT TO LEARN MORE?

We can help you improve your email and digital communication skills with our resources, guidance and training. Get in touch with Drae & Dre Collective CIC for support.



VISIT OUR WEBSITE
www.draeanddre.com



**BETTER COMMUNICATION
BETTER CONNECTIONS
BETTER OPPORTUNITIES**