



Email Etiquette

Speaker	Words Spoken
Krystal Burgess University & Diversity Programs Lead Campbell's	Email etiquette is very important, so if you are reaching out to an employer for a potential internship or job opportunity, you want to make sure that you're putting your best foot forward, and that starts with an email communication.
Becky Parson Director, Early Careers Randstad Enterprise	When you're sending communications to anyone, particularly in the hiring process, you want to be really focused on the details.
Krystal Burgess University & Diversity Programs Lead Campbell's	A strong subject line in your email is very important, because that's going to capture the reader's attention immediately. You may want to put your first and your last name and then a hyphen and talk about the role so, maybe it's inquiring regarding finance internship at x companies, so that way the recruiter knows why you're reaching out.
Becky Parson Director, Early Careers Randstad Enterprise	Make sure you're always starting with a salutation every time, it's proper, whether it's hi, hello, their name, Mr. and Mrs., whatever the salutation might be, and you do not need to write a dissertation. I think often students think that it needs to be a four or five paragraph long email anytime they send anything, but that's not the case.
Krystal Burgess University & Diversity Programs Lead Campbell's	Introduce yourself. What is your name, what's your major, what role are you looking for in particular, and then also explain why you would be a good candidate, and if you do mention that you will be attaching your resume or your cover letter or previews of work that you've done in the past, make sure you actually referenced that through your email and then also have the correct name for each document.
Becky Parson Director, Early Careers Randstad Enterprise	Also, make sure that anything that you do, whether it's an email address, whether it's a title that you give to a document that you're sending, that it's a professional title or email address. Make sure there are no misspellings, make sure there are no typos and read through each specific word that you typed to make sure it all flows, and that it makes sense.
Krystal Burgess University & Diversity Programs Lead Campbell's	Your email is their first impression of you. So, you want to make sure that you're showing up strong, professional, intentional, and you're being thoughtful about what you're writing in the email.



Email Etiquette

Speaker

Words Spoken

Becky Parson
Director, Early Careers
Randstad Enterprise

You never want your communication to be the reason that you're thrown out of a process, or that you were skipped over in favor of someone else when it comes across the desk of a recruiter, you want it to be as close to perfect as possible.