

Key Club International (KCI) is a community service organization that practices integrity and professionalism when communicating online as well as in person. In order to represent KCI as Key Club Members in a positive way, we must practice good technology etiquette.

Below are the TOP 10 Do's and Dont's when communicating online.

## Do's

- 1) When communicating online with another Key Club member, advisor and etc., always remember to address who exactly you are talking to before going onto the body of your email.

**Ex:** Hello Mr. Jameson,  
Hi Publicity Committee,  
Hey Everyone,

- 2) Instead of referring to someone else's ideas negatively when you disagree with them, say something positive about their ideas, and then express your views in a positive manner.

**Ex:** I think your idea is great, but I think it might be better if we... [express your idea gently and respectfully]

- 3) When referring to a problem online, never name the identities of people involved. This generalizes the issue and protects the privacy of those involved.

**Ex:** Hello,

I'm having trouble with my advisor, who will not help our club out with registering for District Convention. What should I do?

- 4)** When conducting business, be as concise and direct as possible.

**Ex:** Hello Mr. DeLano,

My name is Haden Daniels and I am a Key Club member of Pacific High Key Club. We are fundraising for Pediatric Trauma (PTP), a charity which helps treat children with traumatic injuries and would like to request a donation.

- 5)** In an email message, always remember to put in an appropriate subject title that relates to the body of the email and contact information with multiple methods of communication.

**Ex:** Subject Line: Rose Float Decorating  
Body: Hello Pacific High Key Club,

This is a reminder that Rose Float decorating for Pacific Key Clubbers will be on December 28, from 1pm to 5pm at...

-Pacific High Key Club President Bruno Musolini  
Cell/Text: (805) 123-4567  
Home: (805) 234-5678  
Email: Bruno@yahoo.com

- 6)** Utilize online links for websites, and refer people to other sources to prevent e-mails or online communication from getting too lengthy. The shorter your message is, the more likely people will remember what you are saying.

**Ex:** "Hello Tommy,

If you are interested in learning more about Key Club, visit our district website [www.cnhkeyclub.org](http://www.cnhkeyclub.org) and click on the "About" tab.

- 7)** When sending out an email, always double check who the email is addressed to. This allows you to know that the email is sent to the right person.

**Tip:** If you are addressing the recipient's name in the body of the email, be sure that you spell his/her name correctly.

- 8)** If you are going to be out of town, on vacation, on a business trip, or etc., be sure to send out an Out-of-Town notice email. This will allow others to be aware of your whereabouts and how to contact you in case of an emergency.

**Tip:** Hello Member Relations Committee,

I will be out of town from 12/23/09 to 12/25/09 on a family vacation and will have limited Internet service. However, I will have my phone with me at all times in case of any emergencies. Thank you and Happy Holidays!

- 9)** When you create an article for a magazine, newsletter, or newspaper, or are advertising an event, make sure to specify the "who, when, where, and why."

**Ex:** Calling all Key Clubbers! Come attend the 2010 benefit concert located at Graham Concert Hall on Saturday, July 25<sup>th</sup>. Tickets will be 30 dollars per person and all proceeds will go to Pediatric Trauma Program. Contact your local Lieutenant Governor for transportation. Hope to see you there!

- 10)** When sending out a file, be sure that the file is compatible for all recipients or in PDF.

**Tip:** If you are using Windows 2003, it would be wise to download the Microsoft Office converter.

If you are using Windows 2007, either PDF the file or convert it to 2003 and send both types in an email.

## DONT'S

- 1) Mention the specific names of people, clubs, or divisions when speaking of issues with a Lieutenant Governor, club officer, member, advisor, or other Key Club related people, as doing so may lead to the expression of private information.

**Ex:** Hello,

I'm having problems with my advisor Susan Delano at Pacific High Key Club in Division 85 North. She will not help our club out with registering for District Convention. What should I do?"

-Pacific High Treasurer, Dylan John, D85 North

- 2) Use slang, excessively long sentences, too much use of certain words like "like" or "um," incorrect grammar, and make sure the message is clear. Always explain acronyms and fundraisers and don't assume whoever you are speaking to knows what your talking about.

**Ex:** Hey Homie. Um, I really like need \$ for DCON. Lol thanks.

- 3) Continue the passing on of chain emails when using a professional business email.

**Reminder:** Remember that all Key Club members should practice professionalism!

- 4) Skim through an email. Go thoroughly go over and read carefully before replying, due to a possibility of you not reading an important piece of information.

**Tip:** Do your best to reply to every point from your sender's email and leave no questions unanswered. If you do not know the answer at that particular moment, tell them that you will get back to them.

- 5) Forget to attach files to an email. When sending an email about a certain file, whether it is a resource or a form, rather than just describing it, attach it to the email as well.

- 6) Just send your email out when you finish typing it. Read it over carefully and check for any spelling, punctuation or grammatical errors.

**TIP:** If you are addressing the recipient's name in the body of the email, be sure that you spell his/her name correctly.

- 7) Use all capital letters when sending e-mails or any type of message online.

**Ex:** HI! MY NAME IS CINDY AND I WENT TO ROSE FLOAT DECORATIONS WITH SOME FRIENDS FOR KEY CLUB. IT WAS GREAT!

- 8) Use profanity. Do not use derogatory terms and try to provide positive feedback. Expressing your opinions and disagreeing with others is fine, but express your ideas in a respectful manner.

**Reminder:** The use of profanity is a violation of the Key Club core values of character building. In addition, be warned that a violation of this rule may result in serious consequences.

- 9) Select the "Reply to All" rather than the "reply" button inadvertently when responding to an email. To know which to press, read the content of the email to know if you should respond to everyone involved in the email or just the sender.

**Note:** The "Reply to All" button responds to all people the original sender has sent the email to.

The "Reply" button responds to just the original sender.

- 10) Ever release any private information about you or someone else that might damage another's reputation or your self's. Remember that all information online is open to a much larger scale than talking to a person face to face. Even if someone is rude to you, reply to the email in a respectable and professional way.

**Ex:** Hello Presidents,

I wanted to let you all know the rankings of how each of you are doing. Joe, you are doing the worst because...