

# When to email?

Communication/task/activity	Best choice of medium
Arranging a meeting	Calendar invite (not email ping pong) for internal: Email or share calendar for external
Delegate simple task	Email
Delegate complex task	Meeting backed up by email
Delicate negotiation	Meeting
Follow up after an incident	Face-to-face conversation (meeting)
Gossip/jokes	Face-to-face (never email)
Internal news	Intranet, blog, wiki (email with link)
Making a sale	Email to 'warm up'; close with face-to-face conversation (meeting)
Performance feedback/review	Face-to-face conversation (meeting) - never email
Refusal/rejection	Email (diamond sequence) or letter
Send information	Email [with attachment(s) if necessary]
Send meeting agenda/papers	Email with attachments (not as part of meeting invite)
Socialising/trivia	Text/IM
Special thanks	Handwritten note (richer medium = higher perceived sincerity)
Who knows about . . .	Email selectively (not to everyone)