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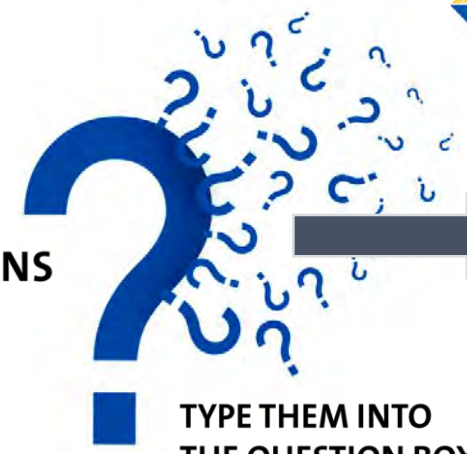

HAVE QUESTIONS OR COMMENTS

TYPE THEM INTO THE QUESTION BOX!

"Why am I muted?"
Don't worry. Everyone is muted except the presenter and host. Thank you and enjoy the show.

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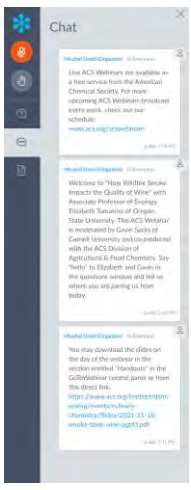
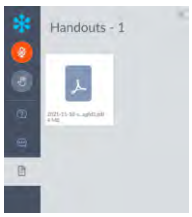
GET MORE RESOURCES DURING THE WEBINAR!

Chat: Hyperlinks from our team!



Handouts: Downloadable PDF of event slides!



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Learn how to write better abstracts, deliver more engaging presentations, and network to your next dream job. Brush up on your soft skills and set a new career path by mastering what can not be taught in the lab.

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Why does food taste better when it is grilled or what molecular compounds make a great wine? Discover the delectable science of your favorite food and drink and don't forget to come back for a second helping.

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How do ideas make it from the lab to the real world? Discover the ins and outs of the chemical industry whether you are looking to start a business or desire a priceless industry-wide perspective.

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https://www.acs.org/content/acs/en/acs-webinars/videos.html

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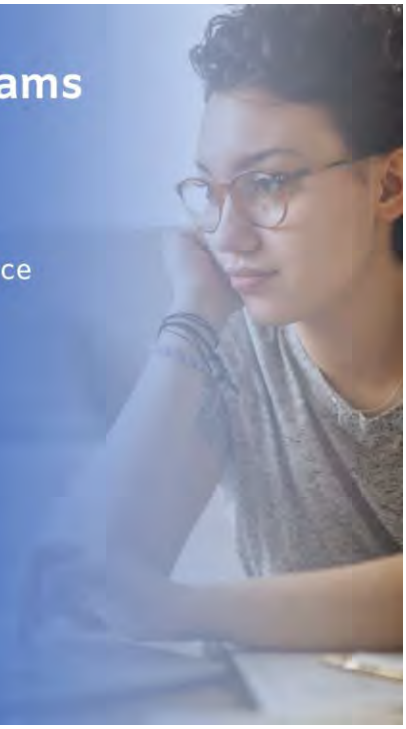

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ACS Office of Philanthropy
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A Career Planning Tool For Chemical Scientists

ChemIDP is an Individual Development Plan designed specifically for graduate students and postdoctoral scholars in the chemical sciences. Through immersive, self-paced activities, users explore potential careers, determine specific skills needed for success, and develop plans to achieve professional goals. **ChemIDP** tracks user progress and input, providing tips and strategies to complete goals and guide career exploration.

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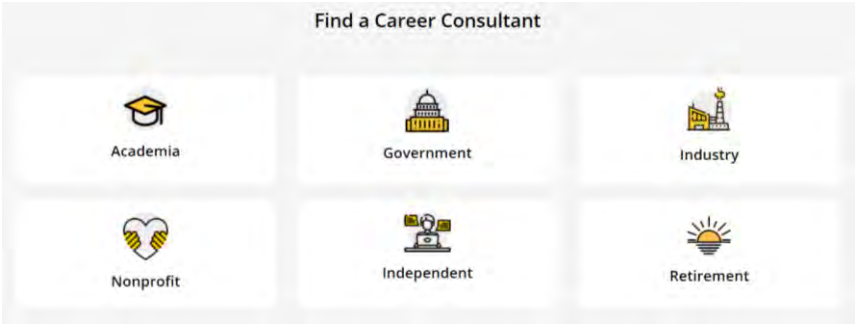
Career Consultant Directory



- ACS Member-exclusive program that allows you to arrange a one-on-one appointment with a certified ACS Career Consultant.
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Virtual Office Hours:
LinkedIn Profiles for Chemists

ACS Career Navigator
Chemistry for Life®

Thursday, Feb. 3rd @12pm ET

- Optimize your LinkedIn profile
- How to attract new career opportunities
- Best practices of virtual networking

Register @ www.acs.org/careerconsulting

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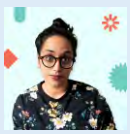
A science podcast by the **American Chemical Society** about things small in size but BIG in impact.

Sam Jones, PhD
Science Writer & Exec Producer



Deboki Chakravarti, PhD
Science Writer & Co-Host

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Date: Thursday, January 27, 2022 @ 1-2pm ET
Speaker: Roger Turner, Science History Institute
Moderator: Bill Tsuzynski, The Unami Group LLC

Register for Free!

What You Will Learn:

- The history of the spirometer and pulse oximeter from the work of Lundy Braun and Amy Moran-Thomas
- How medical instruments can amplify racial disparities
- What we can learn from the history of these instruments to create ones to better serve all people they measure

Co-produced with: Science History Institute and *Chemical & Engineering News*

Date: Tuesday, February 1 @ 1-2pm ET
Speakers: Pamela M. Leggett-Robinson, PLR Consulting / Sherine Obare, North Carolina A&T State University and UNC Greensboro / Shanina Sanders Johnson, Spelman College
Moderator: Paula Christopher, American Chemical Society

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What You Will Learn:

- How to design curricular activities that engage students and build upon their diverse backgrounds in an inclusive manner
- How to build a research environment where any student can successfully develop the skills, talent, competence, and confidence needed for the workforce
- How to utilize local section activities to increase inclusion of diverse perspectives, professions, and racial/ethnic/gendered identities of members

Co-produced with: ACS Office of Diversity, Equity, Inclusion & Respect

Date: Wednesday, February 2 @ 2-3pm ET
Speaker: Matt Grandbois, DuPont Electronics & Industrial
Moderator: Annabelle Lolinco, Iowa State University

Register for Free!

What You Will Learn:

- How to leverage the concepts of accepting and building to foster collaboration
- Why improving professional empathy can build win-win scenarios
- How collaboration can improve productivity and ingenuity

Co-produced with: ACS Division of Professional Relations

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Wednesday, January 26, 2022 | 2pm ET
Before You Press Send!
How to Avoid Email Pitfalls and Faux Pas
Co-produced with Industry Member Programs

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THIS ACS WEBINAR IS WILL BEGIN SHORTLY…SAY HELLO IN THE QUESTIONS WINDOW!

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ACS Chemistry for Life®

Before You Press Send! How to Avoid Email Pitfalls and Faux Pas

MARK JONES
Creative Director, MJPhD, LLC

PATRICIA SIMPSON
Director, Academic Advising & Career Services,
School of Chemical Sciences,
University of Illinois at Urbana-Champaign

Presentation slides are available now! The edited recording will be made available as soon as possible.

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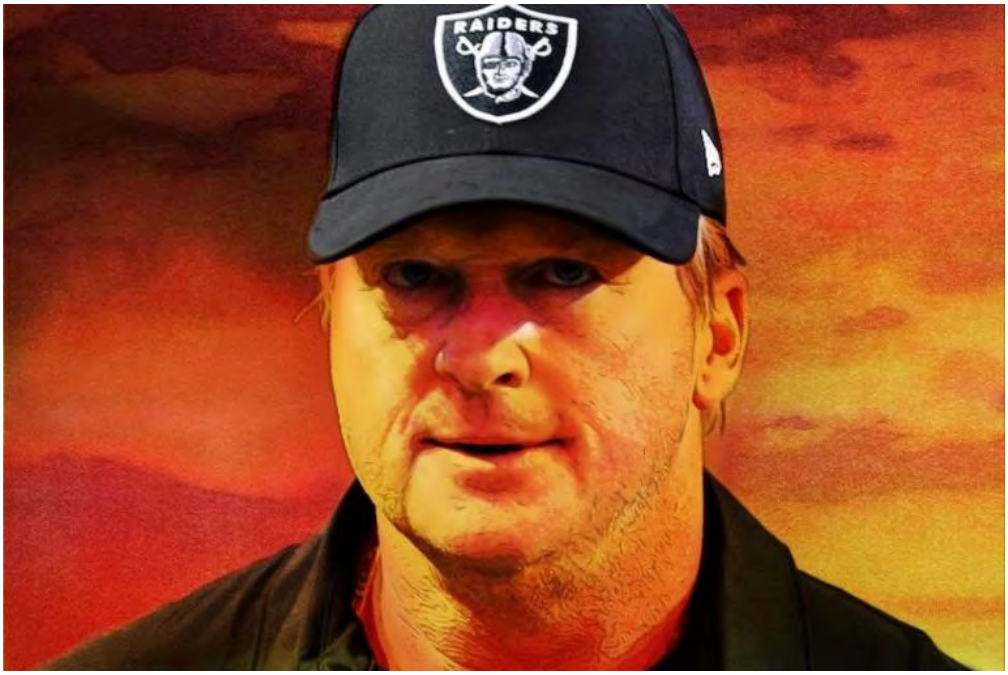
BEFORE YOU PRESS SEND!

HOW TO AVOID EMAIL PITFALLS AND FAUX PAS

MARK JONES

26 January 2022


RAIDERS

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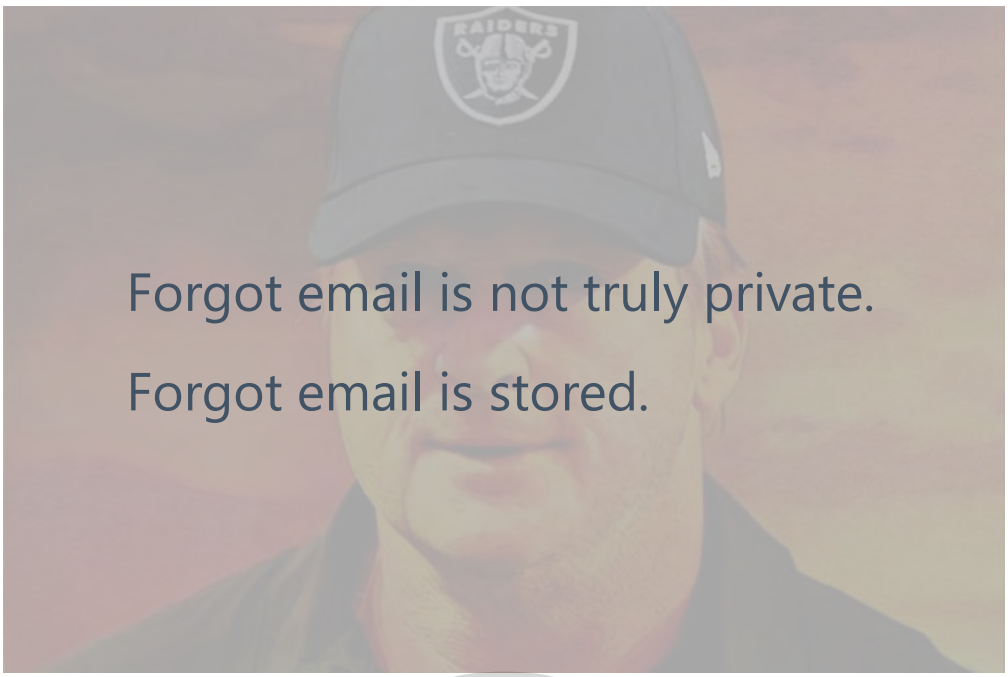
RAIDERS
Forgot email is not truly private.
Forgot email is stored.

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Email Rules

> Don't say anything about someone in email you would not be comfortable saying to them directly, because eventually *they* will read it.
>
> Kevin Kelly in *68 Rules*

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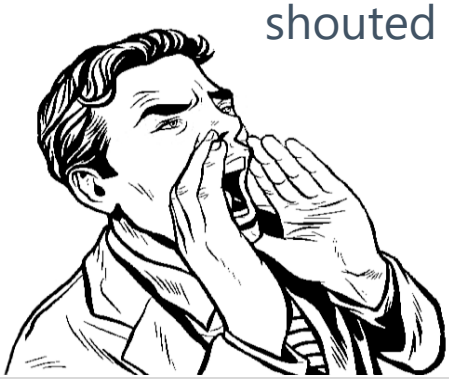
Email Rules

> Assume the contents of any email will be shouted for all to hear.



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- Informal
- Impermanent
- Confidential
- Clear who you're communicating with
- You know if you're being heard

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oldest writing: 5000 years old
oldest letter: 3400 years old

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- Asynchronous
- Permanent
- You don't truly know who's read it
- You have to wait to know if the message is received
- Subject to over- or mis-analysis
- Copies can be made

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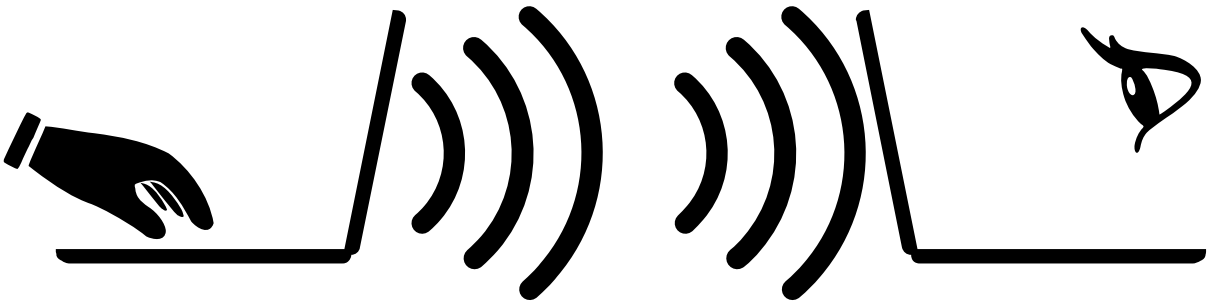
email invented by Ray Tomlinson in 1971



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- Asynchronous (with the illusion of synchronous)
- Permanent (with the illusion of being transient)
- Don't truly know who's read it
- You have to wait to know if the message is received
- Subject to over- or mis-analysis
- Copies Can Be Made And Widely Distributed

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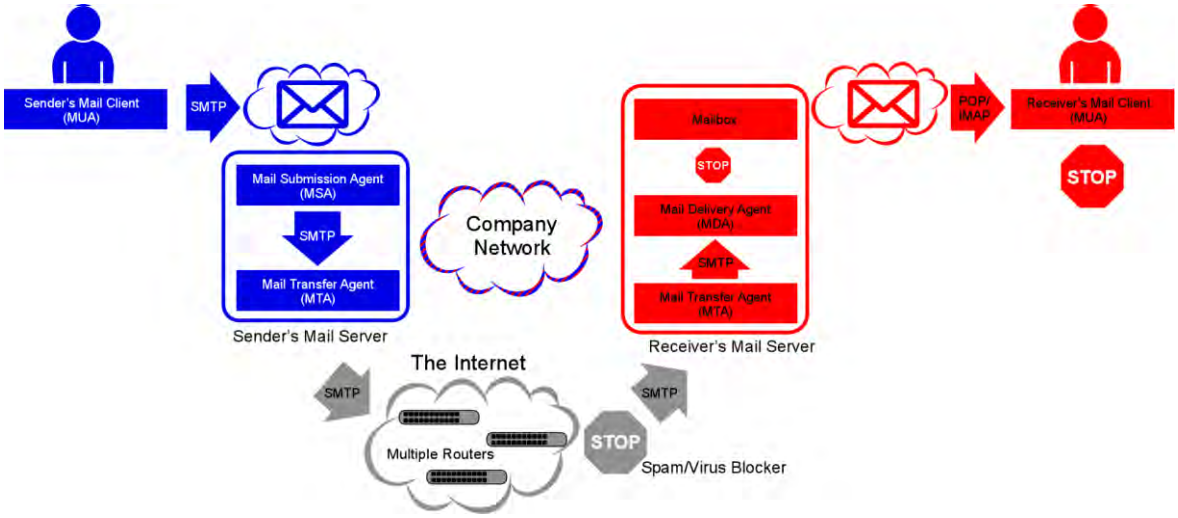
How Email Works (simplified)



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- Informal
- ~~Confidential~~
- ~~Impermanent~~

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Audience Challenge Question

There are 4.26 billion email accounts globally. How many emails are sent?

- 51.1 billion per day (12 per email account)
- 333.2 billion per day (78 per email account)
- 536.5 billion per day (126 per email account)
- 1.090 trillion per day (256 per email account)

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Audience Challenge Question

There are 4.26 billion email accounts globally. How many emails are sent?

- 51.1 billion per day (12 per email account)
- 333.2 billion per day (78 per email account)
- 536.5 billion per day (126 per email account) *US average*
- 1.090 trillion per day (256 per email account)

source: Radicati Group, 2021 *source: Radicati Group, 2019*

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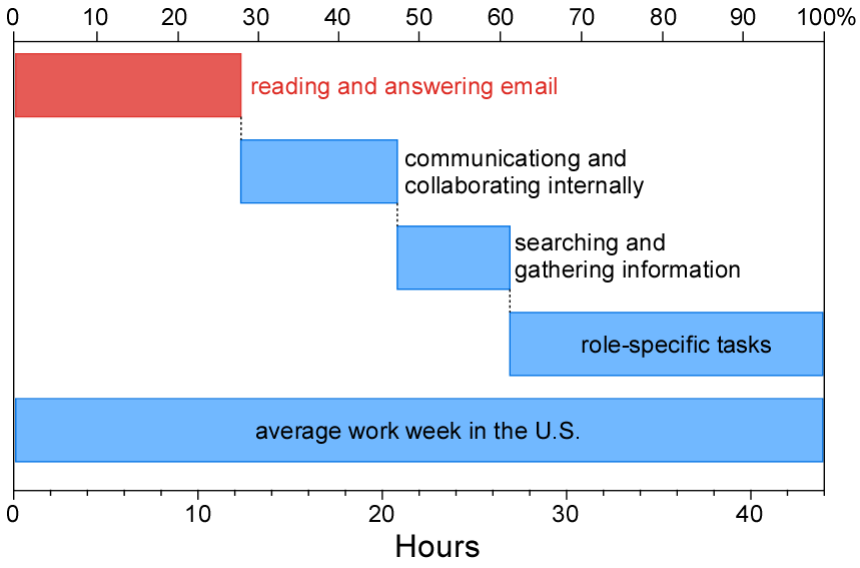
TIME SPENT ON EMAIL



McKinsey Global Institute, "The social economy: Unlocking value and productivity through social technologies", July 1, 2012

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Email Reading Time

- ~ 1 minute from 147 daily emails taking 2.5 hours to read (Boomerang analysis)
- 13.4 seconds is the average reported by Litmus
- average attention span dropped to only 8.5 seconds (Microsoft 2015 study)

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More Read on Portable Devices

- Studies say over 40% of emails read on portable devices
  - limited screen real estate
  - limited power to open attachments
- Too much!
  - 76% check email on vacation
  - 24% say they check email too much
  - 40% have tried to email detox

source: www.litmus.com/blog/email-client-market-share-2021-q1/

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Email's Advantages

- Cheap
- Easy
- Always accessible
- Asynchronous
- Able to cover long distances instantly
  - nearly synchronous
- It can carry payloads

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Email's Flaws

- You can't assume only the reader will see it.
- You can't assume all of any message will be read.
  - Spam filters aren't reliable.
  - Too much email!
- Over-analysis is possible, even likely.
- Autocorrect and spelling checkers.
  - Madan → Madman
  - attempt at *inconsistency* → *incontinence*

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Controllable Parts of an Email

- Subject
- Body
- Recipients
- Enclosures
- Your Address

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Effective Email: What You Write

- Make the subject line helpful.
- Carefully consider recipients.
- Include a greeting to signal the recipient.
- Immediately state why you sent the email and what, if any action, it requests.
- Write clearly. Write well.
- Be professional at all times.
- Proofread.
- If it is important, pause before you send.

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SAMPLE EMAIL

Subject: Decision needed on E2V project

Dear Charlie,

A yes/no decision from you is needed on whether funds will be allocated for the plant trial for E2V. Please indicate whether you support spending the $125k.

The detailed budget is enclosed should you want to review. We winnowed the budget to the bare minimum. I do not believe we can reduce any further.

I hope your trip went well. I am sorry we were unable to discuss this matter and this is likely unexpected on your first day back. We are in a holding pattern until your decision.

Regards,

Mark

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BREVITY

> It is my ambition to say in ten sentences what others say in a whole book.
>
> *Friedrich Nietzsche*

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Brevity

> So the writer who breeds more words than he needs, is making a chore for the reader who reads.
>
> *Dr. Seuss*

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When Not To Use Email

- Message/Information is Complicated
- Avoid Email When the Message is Time Sensitive
- Avoid Email When the Message is Sensitive or Emotional in Nature

https://www.forbes.com/sites/danabrownlee/2019/03/13/3-times-when-you-really-shouldnt-email/?sh=363eded91405

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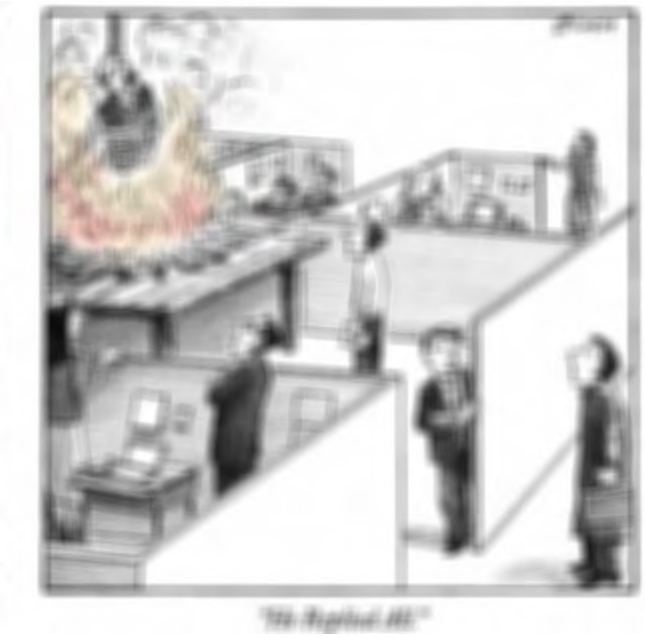

Harry Bliss, appearing in the New Yorker, September 14, 2015

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RECIPIENTS

- Carefully consider and check all recipients
  - lots of email is incorrectly addressed
- Distribution lists require special care
  - selecting the wrong list exponentiates mistakes
- Recipients forward
  - consider all content when deciding whether to forward
  - nothing says you need to send the entire message
- Recipients add names
  - check names when replying

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YOUR EMAIL ADDRESS

- Best when professional
- Funny addresses may send the wrong message
  - 2hot4you@website.com
  - kickme@website.com
- Free services come with hidden costs

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THREE THINGS ABOUT EMAIL ILLUSTRATED BY THE TRIAL

- Private emails can be *incredibly* embarrassing
- Emails are discoverable and can be used at trial
  - United States v. Microsoft,1998
- Companies monitor employee emails

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emphasis mine

> Accompanying the increasingly pervasive use of e-mail is the common misperception that email is informal, confidential and not permanent. To the contrary, email may be obtained, examined, and saved by parties unknown to the sender and forwarded to the world via the Internet. Moreover, email has greater potential for permanence than most other forms of communications, as both senders and recipients are able to save the messages on disk, tape, or hard copy.

Samuel A. Thumma and Darrel S. Jackson, The History of Electronic Mail in Litigation, 16 Santa Clara High Tech. L.J. 1 (2000).

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Audience Challenge Question

Of the 333.2 billion emails sent per day, how many emails are spam?

- 94.0 billion per day (28.2%)
- 167.9 billion per day (50.4%)
- 261.9 billion per day (78.6%)
- 284.2 billion per day (85.3%)

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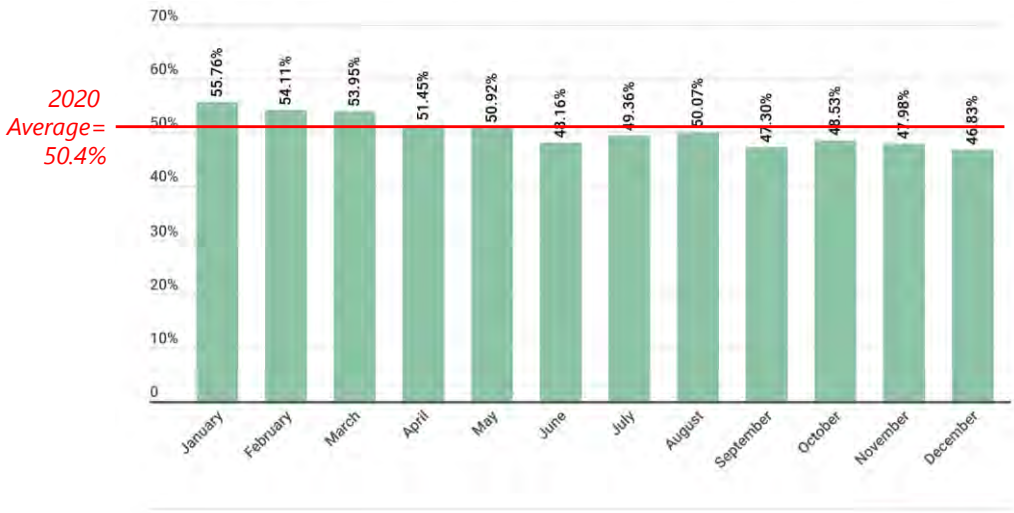
Percentage of Email That Is Spam



kaspersky
securelist.com/spam-and-phishing-in-2020/100512/

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EMAIL'S DISADVANTAGES

- Cheap ✓ *why it is attractive to spammers*
- Easy ✓
- Able to cover long distances instantly ✓
- Always accessible
- Asynchronous ✓
- It can carry payloads ✓

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SPAM ISSUES

- Mitigation created deliverability issues
  - heuristic filters
  - validation methods
    - SPF
    - DKIM
    - DMARC
- Malware payloads
  - most common way for malware to enter the enterprise
  - both links and enclosures can be malicious

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Deliverability Is Now Tenuous

- Even organizations like the ACS can be listed as spam senders based predictive (heuristic) filters
- Email mismatch errors
- Blacklisting can be indiscriminate
- Deliverability protocols continue to evolve

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Receiving Email

- Don't click links embedded in email
- When possible, navigate to sites rather than trusting links
- If you must click, only click from known senders that you've verified
- If you must click, roll-over and ensure the URL is anticipated and consistent with sender
- Lots of vectors for malware in enclosures
  - files may of correct type
  - links may display different than they execute
  - do not let macros run

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Effective Email: Other Considerations

- Enclosures
  - think of the recipient (your audience)
  - don't include enclosures if they aren't necessary
  - excerpt into email if there is a particular question
- Links when appropriate rather than files
  - smaller emails
  - let's the recipient download when it is appropriate
  - points recipient to current version of a file/resource

Email Tips to Help Eliminate Spam

- Aliases
  - email addresses that come to your normal email account that can be easily filtered
  - server software allows aliases if you run your own server
  - add a plus sign (+) and append stuff
    - markjones+acs@gmail.com for example

Audience Challenge Question

What percentage of organizations had at least one user try to connect to a phishing site?

- 12%
- 43%
- 86%
- 99%

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Audience Challenge Answer

What percentage of organizations had at least one user try to connect to a phishing site?

- 12%
- 43%
- 86%
- 99%

source: Cisco 2021 Cyber security threat trends

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Controllable Parts of an Email

- Subject *make it useful*
- Recipients *who needs to act, know*
- Body *be as short as practical*
- Enclosures *think before you enclose*
- Your Address *professional*

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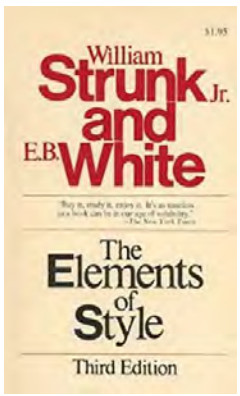
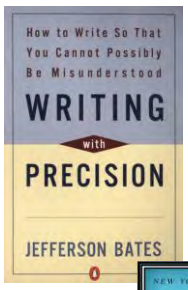
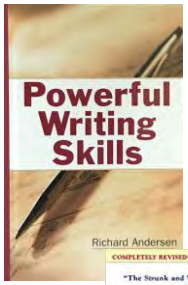
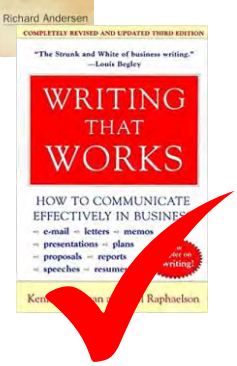
Favorite References - Writing









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REFERENCES

- *Forbes* article on when you shouldn't email: www.forbes.com/sites/danabrownlee/2019/03/13/3-times-when-you-really-shouldnt-email/
- The Language Lab email pitfalls: www.thelanguagelab.ca/posts/its-more-than-just-an-email-pitfalls-of-email-communication/
- more pitfalls: www.atkgcpa.com/avoiding-professional-email-pitfalls/
- 7 pitfalls: www.broadwaysymposium.com/post/to-email-or-not-to-email-that-is-the-question-seven-pitfalls-to-avoid-in-your-emails
- *Fast Company* stop annoying: https://www.fastcompany.com/90228159/stop-annoying-everyone-with-these-common-email-mistakes
- Annoyances: www.perkbox.com/uk/resources/blog/most-annoying-things-in-an-email-ranked
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Before You Press Send!

How to Avoid Email Pitfalls and Faux Pas

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ASK YOUR QUESTIONS AND MAKE YOUR COMMENTS IN THE QUESTIONS PANEL NOW!

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Before You Press Send! How to Avoid Email Pitfalls and Faux Pas

MARK JONES
Creative Director, MJPhD, LLC

PATRICIA SIMPSON
Director, Academic Advising & Career Services,
School of Chemical Sciences,
University of Illinois at Urbana-Champaign

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- How to utilize local section activities to increase inclusion of diverse perspectives, professions, and racial/ethnic/gendered identities of members

Co-produced with: ACS Office of Diversity, Equity, Inclusion & Respect

Date: Wednesday, February 2 @ 2-3pm ET
Speaker: Matt Grandbois, DuPont Electronics & Industrial
Moderator: Annabelle Lolinco, Iowa State University

Register for Free!

What You Will Learn:

- How to leverage the concepts of accepting and building to foster collaboration
- Why improving professional empathy can build win-win scenarios
- How collaboration can improve productivity and ingenuity

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Moderator: Bill Tsuzynski, The Unami Group LLC

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What You Will Learn:

- The history of the spirometer and pulse oximeter from the work of Lundy Braun and Amy Moran-Thomas
- How medical instruments can amplify racial disparities
- What we can learn from the history of these instruments to create ones to better serve all people they measure

Co-produced with: Science History Institute and *Chemical & Engineering News*

Date: Tuesday, February 1 @ 1-2pm ET
Speakers: Pamela M. Leggett-Robinson, PLR Consulting / Sherine Obare, North Carolina A&T State University and UNC Greensboro / Shanina Sanders Johnson, Spelman College
Moderator: Paula Christopher, American Chemical Society

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What You Will Learn:

- How to design curricular activities that engage students and build upon their diverse backgrounds in an inclusive manner
- How to build a research environment where any student can successfully develop the skills, talent, competence, and confidence needed for the workforce
- How to utilize local section activities to increase inclusion of diverse perspectives, professions, and racial/ethnic/gendered identities of members

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