

I THINK YOU'RE ON MUTE




A Foolproof* Guide to
Living Your Best Online Life

*results may vary

CAN YOU
SEE MY
SCREEN?



Ellie Ross



How many people need to be in an email to warrant 'Hi All'?

One person? Easy. Hi [insert name]. Two people? Hi both. Three? This is where it gets tricky. Three is not *all*. Three is some. But 'Hi Some' isn't an option. Four? We're getting closer, but I'd say you're in solid 'Hi All' territory with five recipients or more.



How should I sign off an email?

Again, don't overcomplicate it. 'Thanks' never goes out of style.

Avoid:

Take care – OK, Mr. Health & Safety!

Warm wishes – 'Warm'. Ew.

Best regards – It's Best wishes or Kind regards. Make your mind up.

Yours Sincerely – This is just a little... intense.

Yours Faithfully – What are you writing with, a quill?



I just ended an email to my boss with three kisses. What do I do?

Go with it. Three kisses? That's not embarrassing, it's chic! It's *European!*



What is appropriate attire for a Zoom meeting?

As the old adage goes: 'Dress for the job you want, not the job you have'. If that means showing up online in a spacesuit, so be it.



How do I choose a LinkedIn picture?




Easy. It just needs to be a photo of you looking warm and intelligent, taken by a professional photographer in natural lighting with a background that is plain yet engaging. You should be in 62% of the frame. Your eyes should be bright and hint at numerous hobbies, but no evidence of said hobbies should be in shot. Your smile should be friendly, with the ideal lip curvature being between 15-20 degrees. Showing teeth is fine if they are naturally white and straight. Try to adopt a facial expression that says you're a team player, you speak three other languages and are passionate about working overtime. Most importantly, relax. Don't overthink it.

What is a suitable Zoom background?


Your Zoom background should reflect your personality – provided your personality is interesting, intelligent, tasteful, well-travelled and stylish.

Include: a Farrow and Ball wall; a vintage foreign film poster; evidence of your generous donation to UNICEF.





Remove: framed photos from a recent nudist holiday; your china doll collection; your application for a new job.




How do I strike the right balance between informality and professionalism?



If you're thinking of adopting a more relaxed tone, start small and see how you go. It's easy to get too comfortable. One minute you're contemplating 'Cheers mate', and the next you're writing 'Spanks a mill' to the CEO.



Why has someone CC'd my boss into our emails?



Let's just say it's not because they want to organise post-work bevvies for the three of you.

How can I put this?

They think you're incompetent and want the world to know.

