Email Guidelines

Please use this guide for general email best practices as well as UWS email style guidelines.

User Group Definitions.

Email user groups are set up by the IT department and are a great way to reach large constituents of users. When using these groups to send emails please make sure to select the group in the BCC section, not the To: section.
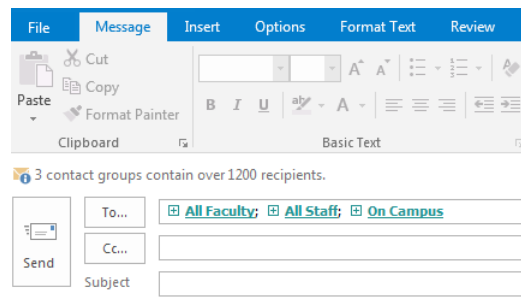
All UWS: emails all UWS employees and all UWS students.
All Staff: emails every UWS employee individually.
All Faculty: emails all the different program faculty members including several directors and VPs.
All UWS Students: combines all the different student email groups into one group - all massage, DC, post grad, undergrad, leave of absence (LOA), diagnostic imaging, summer off.
On campus: combines all staff, faculty, DC students and campus health center (CHC).

Who to include in emails.

▪ Be careful with carbon copy (cc), *reply to all* and using the *high priority* option.
▪ The To: field is for those you want a response from.
▪ The carbon copy (cc:) field is for those you want to keep in the loop.
▪ Only include someone on the cc: field if the person is involved with the topic.
▪ The *reply to all* option should be used if it is essential that all recipients see the response.
▪ Finally, only mark your message as high priority when it truly is.

If the sender has people from their organization in cc: field, it's safe to assume they are doing it for a reason. For example, maybe they want all recipients to know that they sent this message. Treat your reply the same way and reply to all to keep all recipients on the email chain if they were originally cc'ed.

However, if your reply is just intended for the sender to see, then don't clutter everyone else's inboxes with your reply.
Pay attention to which reply button you click (reply vs. reply all), and use your best judgement.

Best practices.

▪ Check to see what email address you are sending from (e.g. Communications or Jennifer).

▪ Who you are sending to (there are multiple people with the same first name - select the correct person).

▪ Make sure to sign name if sending from generic department email address (hint: set up a reply signature).

▪ Don't type anything in ALL CAPS, even to get someone's attention. If you need to catch someone's eye with something important, put it in bold.

▪ Be selective. Know your audience.

Remember that email is not private.

Choose your words carefully because email never goes away. Keep this in mind, especially when the topic is sensitive, emotional or controversial. Email is considered property of the organization and can be forwarded and retrieved even after it has been deleted. Your internal and external emails can show up in the press and be subpoenaed in investigations.

Email Signature Line Settings

Approved template for all university email signature lines:

Design
Font: Trebuchet   Color: Black   Size: 10

Content
Name
Title
University of Western States or Health Centers of UWS
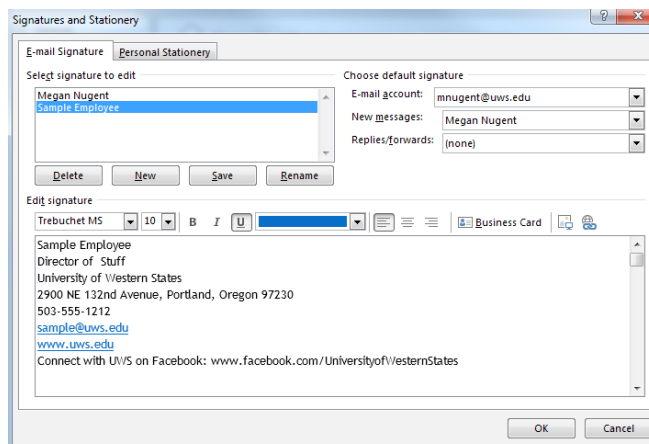Integrating Health and Science (optional)
Address
Office phone #
Fax # (optional)
Email
www.uws.edu

Optional: Connect with UWS on Facebook: www.facebook.com/UniversityofWesternStates
Optional: confidentiality message or UWS mission

Please avoid:
Image attachments - they can be blocked by spam filters. This includes image backgrounds and logos or pictures in the signature.

HOW TO SET UP YOUR SIGNATURE LINE
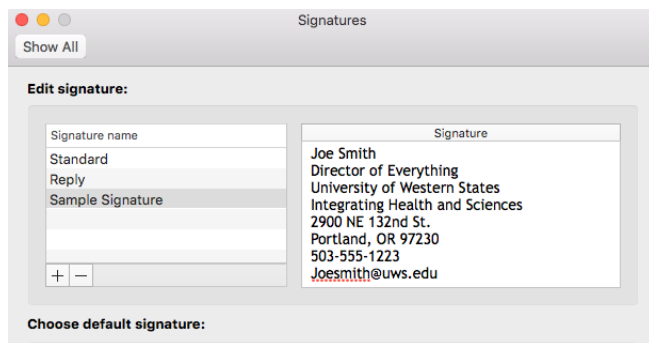Directions to set up signature line may vary from computer to computer depending on operating system.

For PCs:
▪ From the main Microsoft Outlook window > File > Options and then click the Mail tab on the side menu.
▪ Click "Signatures" in the third option down - Create or modify signature for messages
▪ Click new or select the signature you would like to edit.
▪ In the signature text box, type the text you want to include in the signature.
▪ Click OK.
▪ You can also paste text to this box from another document.

* TIP: You can create several different signatures for different audiences.

For Macs:
▪ With Outlook open click Outlook on the menu bar and select Preferences.
▪ Open Signatures.
▪ Click on the plus sign [+] on the bottom left corner.
▪ Double-click Untitled to rename it, for example, to My Signature.
▪ On the right hand side, type your signature. You can format your signature by clicking on the Format menu and then choosing Text, Font and so on.
▪ In the Default Signature click on the drop down arrow and select "My Signature" or the name of the signature you have created.
▪ Click OK.
▪ Close the Signature window.

If you have problems setting this up, please contact the IT department at itsupport@uws.edu or the communications department at communications@uws.edu.