Email Guidelines

BEFORE YOU BEGIN
Keep in mind:
- **What** you want to say in your email and how you want to organize it.
- Whether the email will cover one or multiple **topics**
- **When** the email will be sent out. If an email is about an event, for example, recipients will likely forget about the event if the email is sent out more than two weeks in advance, but will also be unlikely to attend the event if the email is sent out last minute. We suggest sending out an email two weeks before an event.
- **Check the email calendar** to see when other KSB departments are sending out emails. This will help ensure that your email does not get lost in a slew of other KSB emails.

THE PROCESS
1. **Subject Lines** — Make them short, sweet, and to the point. The subject line should be the most important topic of the email from the user's point of view. Keep in mind that many email programs have character limits on how many characters are displayed in a subject line.

    For example: An email on class registration should be titled "Urgent: Register for Classes by Tuesday" NOT "An Email From Your Adviser" or "Class Registration."

2. **Length** — Many Internet servers truncate emails that are too lengthy, **displaying none of the email** but rather just an error message that says, "Email clipped." Also, the longer an email is, the less likely recipients are to read the entire thing.

    Tools for the trade:
    - Bullets are better. Bullets help break up large blocks of text and make an email easier to read.
    - Keep paragraphs and sentences short. No one likes to read a wall of text.
    - This is not the place for roundabout, highly academic, or excessively formal writing. Get to the point.
    - If you find yourself needing to summarize your main points at the end of the email, remind recipients of what you said at the beginning, or include a table of contents, your email is probably too long.

3. Mobile Version — It is increasingly important to pay attention to and utilize email mobile versions. Publicaster will automatically create a mobile version of your email, but you need to click on "Mobile Version" then "Generate from HTML" to create that version. Verify the accuracy of the version after it is created.

    - Strongly consider including a line in your email that links to the mobile version of the email for recipients who may be reading it on their phone.
        For example: "Viewing on a mobile device? Click here __insert link__."
    - Publicaster requires all emails to have an "opt out" link and a "physical address link." Publicaster provides these snippets, but the system will not send your email if you are missing them in any email version.