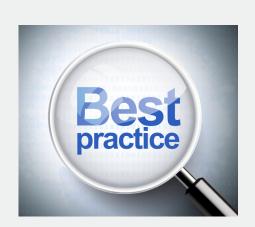# Effective email guidelines

These tips and best practices are guidelines for Information Technology Services (ITS) staff who need to send emails (including listserv messages) to large groups across the IT@UofT community.

Follow email etiquette best practices

- Use a clear subject line that captures the content of your email

- Include a greeting/salutation that is as specific as possible (e.g., "Good morning ITS colleagues" or "Hello IT administrators")

- If your recipients don't typically receive communications from you, briefly introduce yourself

    ◆ Include your name, title and unit

- When referring to colleagues in an email, include their full name and title

- Close the email with an email signature that includes your information again

- Avoid blind copying recipients whenever possible

    ◆ If you choose to blind copy people, indicate who it is blind copied in the body of the email (e.g., "The following groups/people have been blind copied: deans, communications, finance etc.")

- Proofread your email before sending

    ◆ Check that you have the correct spelling for colleagues' names

Use clear and concise language

Avoid lengthy emails

- Edit your content for wordiness and redundancies
- Remove unnecessary details
- Break up large paragraphs into bullet points

Frontload the most important information at the beginning of the email

Avoid jargon that your audience may not understand

- If you intend on using acronyms, make sure to spell it out upon first use (i.e., "University of Toronto (U of T)")

Include a call to action

- Tell the readers what you need from them and make it stand out
- Include contact information for recipients who have questions or need more information