Email Communication Tips

1. Personalize It
   - Send the email from an actual person, rather than just a resource account
   - Use the student’s name so they know it was meant specifically for them
   - To maximize efficiency, use Outlook tools like mail merge and snippets

2. Be Short. Quick. Brief. Concise
   - Make the entire email short to limit the need to scroll down
   - Use clear bullet points instead of long paragraphs

3. Use Readable Language & Formatting
   - Remove Passive Voice
   - Add links in body text instead of listing lengthy content in the email
   - Use color or bold formats to draw the reader in
   - Use language students use, rather than university jargon (For example: Change major vs. Transfer of division)

4. Make it Relevant
   - Be intentional
   - Make the content meaningful to the audience. Have the message reflect their needs and/or interests

5. Call Them to Action
   - What do you want the student to do? Use language that gives simple directions
   - Limit the number of items listed, keeping the instructions clear

6. Make it Timely
   - Think about your audience – When is a student likely to look at an email? Aim for times close to 10 a.m. rather than late-nights, weekends, or holidays
   - In the mix of all of the communication students get, an email could be missed and ignored so don’t assume anything

Adapted from AdZou and EAB research