



# Email Communication Tips

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## 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*