

DoM Email Guidelines

Version 1.5 – Updated November 5, 2019

1. Subject Line Labels

- ACTION:** To be used if the item discussed in the body of the email or a document attached to the email is to be added to a priority or action list.
- INFO:** To be used if the item discussed in the body of the email or a document attached to the email is for informational purposes and may not require any further action on the recipient's part.
- REMINDER:** To be used if the item discussed in the body of the email or a document attached to the email is a reminder for a previously sent email message or bulletin.
- URGENT:** To be used if the item discussed in the body of the email or a document attached to the email is in need of either an urgent response or action in regards to the email message.

2. Security

Always consider the content of your message and attachments as well as its intended destination. Consider using things like encryption protocols for sensitive files or links to online material that may be protected or copyrighted instead of placing its contents in the body of the email.

3. Urgency Tags

Tags: 

Email applications such as Outlook offer the option to tag an email with an urgency level, please consider if the urgency tags are completely necessary before utilizing them. The unnecessary use of these tags makes them less effective in attracting recipients' attention for messages that may have more merit for using them.

4. Email Receipts

In certain email applications it is possible to request a receipt notifying you if the recipient has read your email message. These should be used sparingly and only if the message refers to something time sensitive and knowing the status of the email is essential.

5. Use of 'Reply to All'

Please ensure that when you are replying to an email that you only select 'Reply to All' if you are needing the correspondence to reach every address included in the original email and **not** just the original sender. If your response is only intended for the sender 'Reply to All' may at best simply contribute to filling the other receiver's inboxes. Or at worst give all involved a message that was not intended for them, which may be of a sensitive nature.

6. Mass Email Messages

When sending an email message to a large number of recipients, ensure that all addresses are contained in the 'BCC:' field and not the 'TO:' field. This is to ensure the privacy of the recipients as not everyone in the mass email may be using a publicly available email address and may wish to keep that address private.

7. Message Aesthetics

To ensure an email message is clear and legible for all recipients, the following guidelines should be followed:

- The background for the body of the email should be stark white, no watermarks, background images, or other colours.
- The font used should be no smaller than 10 point (preferably 1 or 12 point) Arial font (sans serif font; no tails, flourishes, or decoration). These options are accessed via the drop down menu in the 'Home' tab.
- Attached files that are either PDFs or images may be embedded if they are one page only.
- Your signature block must adhere to the templates below, updated with your name, role, and contact information:

Administrative Staff:

Name, Title

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