WESTERN SYDNEY
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Email Best Practice:
Subject Field

Emails are a significant communication medium, and sometimes so numerous as to be overwhelming. Part of good management of emails is to ensure that your email title conveys clearly what the email is about, and what response you want from the recipient. The following guidelines may be of some assistance in writing good email titles.

General Rules

- Include *only one* subject per email message
- Ensure the subject line gives a clear indication of the content of the message
- Indicate what action is required, or that no action is required (eg FYI)
- Indicate if the subject matter is sensitive
- Consider including a deadline, or using flags to indicate whether the message is of high or low importance and the speed with which an action is required
- Consider including an identification number (eg TRIM file number), if relevant
- Avoid using punctuation
- Place spaces between each word in your title to facilitate easy searching and reading
- Be concise
- Avoid using abbreviations and acronyms
- Avoid typing in CAPITALS, as this can be considered the electronic equivalent of 'shouting'
- Avoid using symbol combinations that might trigger spam detection software, such as "Hi' or ". . . "

Other aspects to consider

- Emails are official communications, and should be written in appropriate language
- It is considered good practice to end your email with a salutation, followed by a signature, which should include at least your name and job title

- Address the email only 'TO' those people who are required to take some action in the matter. The 'CC' field should be used for those people to whom the email is sent only for information purposes
- Think before copying-in others or hitting the "reply-all" button
- Discuss with colleagues whether you might agree on titling conventions that will be used in your team
- At the end of the message (in the body of the email) indicate if you are taking responsibility for filing the email correspondence in relation to the matter (or nominate someone who will be responsible and ask that they be included in all correspondence).

[*Please also refer to the University's Email Policy available on the Policy DDS webpage.*]