

ELECTRONIC SIGNATURE GUIDELINES

E-mail Signatures Guidelines

Every e-mail you send should have an email "signature." This is text that is automatically attached to the bottom of your email message. It provides useful information to your correspondents. It can even provide some marketing information about our law school as well as information about you. Please create your Law School email signature with the following in mind:

1. Provide your email address. Don't assume that just because your email address can be found in the header of the message, it will be found. You need to provide the information to them where they expect to see it...in a signature file.
2. Provide a real world mailing address and phone numbers. Your correspondents will frequently need this, particularly in a business situation. Having the information in your "signature" file, automatically appended to your email messages, is a handy thing.
3. Set up your signature so that it conveys a little about our law school.
4. Do not put cute messages, anecdotes, quotes, philosophies in your signatures. They are not appropriate or funny.
5. There is no absolute rule, but keep your signature to six or less lines. If you have more than this, you're edging close to excess. In addition, if you participate in some online forums and mail lists, they may delete any signature lines beyond five or six. Try to put a few things on the same line.

Signatures are useful for providing important contact information for the people you communicate with electronically. They can also be effective ways of marketing. Use them wisely. Every e-mail you send is a business e-mail and represents the university.

EXAMPLE: Jane Doe, Associate Director of Technology Jane.Doe@valpo.edu (219-465-5555) 656 S. Greenwich St Valparaiso, IN 46383 www.valpo.edu/law