



COLLEGE OF INFORMATION STUDIES

UMD EMAIL SIGNATURE GUIDELINES

You can save yourself and your email recipients time by automatically appending your name and contact information through an email signature at the bottom of your messages.

Cut & Paste Example

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Elements to Include

People expect to see your name, title, company name, UMD address, phone, fax (if you use it), UMD Web address and social media account links (if they are important to you). If necessary for the type of work you do, disclaimers or confidentiality statements are also appropriate. Including your preferred pronouns are encouraged, but optional. Some people opt to include their email address, but since recipients presumably have your email address in the "From:" field, this is optional. If you'd like to include a short UMD slogan that reinforces a key service, paste it below all your contact information.

Elements to Leave Out

Keep the signature block small. Refrain from philosophical statements or quotations. Leave those for personal emails, as you run the risk of driving away someone who doesn't agree with the philosophy or quote. Avoid images pasted into your signature. Spam blockers don't like them, and many email programs will show them as attachments. Your recipient can't tell the attached image is just your logo or some harmless icon. This will make many people wary of opening your email for fear of viruses that might be linked to attachments.

Benefits

Not including an appropriate signature can frustrate the recipient. If you've already sent someone an email, spare him or her the extra step of looking up your phone number or address. Links to your social media accounts and website within your signature are marketing tools because they can entice people to follow the links to learn more.

Style Rules

Keep your signature clean. Choose professional colors such as black or gray. Use one font. Stretch your signature wider rather than longer by using bullet points or pipes (|) between elements. You will commonly see phone, fax and Web address all on the same line in this manner.