

E-mail Signature Policy

Purpose:

The purpose of this policy is to provide a clear explanation of the guidelines surrounding the use of e-mail signatures on University provided e-mail accounts for the School of Professional Studies (SPS). Any questions regarding this Policy should be directed to SPS Human Resources.

E-mail, often used more than any other form of communication, is a form of business communication and is a reflection of the institution. The format of one's e-mail should be professional in terms of signature and other formatting. E-mail signatures should follow certain guidelines to fit with the overall branding initiative at the School of Professional Studies. As such, the style of address, tone, spelling, grammar and punctuation of all messages should reflect the standards of formal business communication.

What should be included in an e-mail signature:

E-mail signatures have expanded to include not only name, title, and phone number but also other pertinent information such as SPS's website and social media contact information.

Required fields that each SPS signature should include are: name, title, sps.columbia.edu, email address, phone number, physical office address and logo.

Zoom and social media contact fields are optional. Social media utilization (such as Facebook and Twitter) should be professional links to either to a specific SPS program or to the SPS main page.

Below are three standardized email signature templates to choose from. All SPS faculty and staff should utilize one of these signature templates when sending email correspondence from their Columbia account. Please select one that best meets your needs when dealing with both internal and external stakeholders.

Also, please ensure that the font that you use to send emails (both in the body of the email, as well as the e-mail signature) is SPS's standard font, Calibri 11.

What should not be included in an e-mail signature:

Elements that should not be included in e-mail signatures include colored text (other than hyperlinks and logo), very large or complicated fonts, images, clip art or personal quotes. Faculty and staff should also refrain from using background images or stationary in their e-mail correspondence.

E-mail signature template options:

Option 1:

John Doe

Director of Administrative Affairs

(212) 555-5555

[johndoe@columbia.edu](mailto: johndoe@columbia.edu)

sps.columbia.edu

2970 Broadway, 303 Lewisohn Hall, MC 4110, New York, NY 10027

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School of Professional Studies

Option 2:

John Doe | Director of Administrative Affairs

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Option 3:

John Doe | Director of Administrative Affairs

Columbia University, School of Professional Studies

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