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**Emergency Medicine Internal Communications Guidelines**

The goal of the Emory Department of Emergency Medicine email style guide is to maintain a similar look and feel for all email messages that come from the department. Emails should be consistent with Emory University’s official branding and recommendations.

Emory preferred style for online communications is the Associated Press (AP) Stylebook–with its emphasis on simplicity and brevity. Refer to the AMA Manual of Style for medical and scientific references, and the [Emory Style Manual](http://communications.emory.edu/resources/identity/guidelines/style-guide-editorial/index.html) for specifics.

**Best Practices**

* What types of messages should be sent out to EMEDALL?
	+ Cases of the week
	+ Congratulations messages
	+ Events
* What types of messages we typically don’t recommend sending on EMEDALL?
	+ Personal messages such as house for sale
	+ Anything not relevant to the entire group

*If you have a question or a special request, please reach out to David Wright for approval*

* When to reply all to EMEDALL?
	+ When possible, try to avoid replying all to EMEDALL message.
* Use of Emergency Medicine logo and signature block
	+ The Emory logo is an important part of the Emergency Medicine brand image. The logo ties your message to all other communications that your audience has received from the department.
	+ Signature block is both professional and courteous, providing title and contact information
* Use of concise, inverted-pyramid style.
	+ Write in a concise, to the point short sentences to enable your end-user to quickly skim the contents of the email. The most important information should be outlined at the top of the page. Use bulleted lists when possible.
* Use of graphics
	+ Any images used in your emails should be used as a supporting element in an email. Try to avoid using an image with text as the only element in an email.
* Font size and style in emails
	+ Use 14 point or larger font in your emails so your readers can quickly scan.
	+ Emory’s official web identity fonts/type families are:
		- Verdana
		- Arial
		- Georgia
		- Trebuchet
* Use of bold, underlining, exclamation points and italics
	+ Use of bold, underlining, exclamation points and italics should be used sparingly for emphasis.
* Use of SUBJECT line:
	+ The subject line is very important for email – use to specify the main topic
	+ Subject line allows for easy searching of email
	+ Avoid forwarding messages with the same subject lines for new email topics
* Timing of emails
	+ Many of our emails go out on Mondays. If your message is not time sensitive, Tuesday – Thursdays are the best days to send emails.
* If you have seen a lot of other emails out on a specific day to EMALL, consider waiting a day to send to ensure the message reaches all audience groups.
* Avoid responding the an email that makes you angry or upset.
	+ Emails are often misinterpreted, overblown, and are a terrible way to communicate emotion.
	+ Call instead and or wait overnight and re-read the email before responding
	+ Know that people from different cultures speak and write differently.
* Use of humor
	+ Humor does not translate well in an email, be cautious when using
* NOTHING in email is confidential – so write accordingly
	+ Write an email as if anyone might see it
	+ Don’t write and email that you would be embarrassed was published in the paper.
	+ Emails are typically discoverable! …and at Emory all emails are archived.
* Fill out the TO: field last.
	+ Avoids sending email prior to completing
	+ Avoids sending email prior to proofing
* PROOF EVERY MESSAGE