



Email Signature Line Tips

Now that you have entered college, you have also become a young professional (college student). So, it's time to step up your professionalism by creating an appropriate email signature line for use with your ONU email address which is appropriate to use as your professional email since you get to keep it for life as long as you continue to use it. To learn how to set up your signature line in Gmail, go [here](#).

Here are tips from Alyssa Gregory who is a small business collaborator and the founder of the [Small Business Bonfire](#), a social, educational and collaborative community for entrepreneurs.

- Keep it as short as you can while providing all of the information you deem most important (four lines is the accepted standard).
- Condense information into fewer lines by using pipes (|) or colons (::) to separate the text.
- Remember that simple plain text is best; skip colors, special fonts and graphics.
- Use the accepted signature delimiter (--) to help your signature get recognized as such by email clients.
- Be careful with HTML formatting because it may not appear how you want it to for everyone.
- Test your signature with as many email clients as you can, especially if you use HTML.
- Provide written out URLs instead of using hyperlinks in your email to ensure the link will go through in the sent message.
- Avoid including multiple phone numbers and email addresses. Pick your contact preference and get rid of the rest.
- Skip your mailing address — not every recipient wants or should have access to that information.
- Include links to your most important social media profiles, only if they are appropriate.
- Include your email address. You can't rely on various email clients to include header information in replies and forwards.
- Create different versions, both in length and content and know when to use each version (i.e. use a shorter version on replies).
- Make sure you update your signature on your mobile device if you frequently use it to send messages. Here are some quick how-to's on popular devices:
 - [iPhone](#)
 - [Android](#)
- Reconsider including a quote; you never know when you might offend someone or give the wrong impression.
- Avoid including a legal disclaimer unless required to do so.
- Avoid including a virus-checked message at the bottom of every email.

EXAMPLES OF EFFECTIVE PLAIN TEXT EMAIL SIGNATURES

Default version:

FirstName LastName

Major | Grad Date | Ohio Northern University

555-555-5555 | i-lastname@onu.edu | <http://www.websiteurl.com>

Twitter: <http://twitter.com/twittername> | LinkedIn: <http://linkedin.com/in/linkedinname>

Replies:

FirstName LastName

555-555-5555

<http://www.websiteurl.com>

#POLARPARDISE #SKILLSFORLIFE #WeGotThis #PolarCareersRocks #OrangeDoor2ndFloor

Polar Careers, Student Success Center | Division of Academic Affairs

OHIO NORTHERN UNIVERSITY

PHONE: 419-772-2145 | EMAIL: career@onu.edu | WEB: <https://my.onu.edu/polar-careers>

