IVGID Email Best Practices

To ensure that IVGID is referred to correctly and consistently in email signatures, the following standards should be applied to your email body and signature files.

Detailed signature

Use a detailed signature when sending messages to new contacts.

First Last, Appropriate Professional Credential → **Calibri 11pt, Bold**
Title
Appropriate Department Name (*see chart below*)
Department Address, Incline Village NV 89451
P: 775-832-1111
F: 775-832-2222 — Calibri 10pt
M: 775-832-3333 *(if appropriate)*
threeinitials@domain.org
http://mostrelevantdomain.org
(if appropriate) → Social media icons should link to appropriate social media page that is relevant to your job position and/or department

Appropriate Department Names:

Work Area	Department Name
Administration	Incline Village General Improvement District
Public Works	Incline Village General Improvement District
Diamond Peak	Diamond Peak Ski Resort
Golf	The Golf Courses at Incline Village
Parks & Recreation	Incline Village Parks & Recreation Department
Facilities	Incline Village Facilities & Events Office

Samples:

Joseph J. Pomroy P.E.
Interim General Manager/Director of Public Works
Incline Village General Improvement District
1220 Sweetwater Rd, Incline Village, NV 89451
P: 775-832-1269
F: 775-832-1331
M: 775-233-7069
jjp@ivgid.org
http://ivgidpublicworks.com

Mike Bandelin
Interim General Manager
Diamond Peak Ski Resort
1210 Ski Way, Incline Village NV 89451
P: 775-832-1125
F: 775-832-1281
M: 775-830-1179
mlb@diamondpeak.com
http://diamondpeak.com

Additional Samples:

Indra Winquest
Parks & Recreation Director
Incline Village Parks & Recreation Department
980 Incline Way, Incline Village NV 89451
P: 775-832-1323
F: 775-832-1380
M: 775-298-2056
isw@ivgid.org
http://inclinerecreation.com

Susan A. Herron, CMC
Executive Assistant/Clerk to the Board of Trustees
Incline Village General Improvement District
893 Southwood Boulevard, Incline Village, NV 89451
P: 775-832-1207
F: 775-832-1122
M: 775-846-6158
sah@ivgid.org
http://ivgid.org

Brief signature (optional)

Use a brief information signature when sending messages to internal and regular contacts.

First Last, Appropriate Professional Credential → **Calibri 11pt, Bold**
Title
Appropriate Department Name
775-111-1111
email@domain.com

Calibri 10pt

Samples:

Joseph J. Pomroy P.E.
Interim General Manager/Director of Public Works
Incline Village General Improvement District
775-832-1269
jjp@ivgid.org

Mike Bandelin
Interim General Manager
Diamond Peak Ski Resort
775-832-1125
mlb@diamondpeak.com

E-mail signature best practices

- Use Calibri font type as specified with no colored text.

- A signature shall be included on all email communications, both internal and external.

- Use the shortest form of URL possible. At IVGID, it is not necessary to include "www." or to end the URL with a backslash "/". Be sure to test the URL to ensure it is correct.

- Do not include:

  - Quotations: The quote may not represent IVGID, and you risk offending business associates.

  - Other non-work related information such as your personal Twitter, IM or Skype details

Images, logos and attachments in signatures

- IVGID and affiliated department names should be represented in text, not in logo format.

- Do not create the signature as a graphic image. Many email clients store images as attachments. If you present your signature as an image, your correspondents will have a hard time knowing when you have sent a genuine attachment.

- Do not include a vCard in your standard message, although you may consider attaching it for first-time correspondence.

Email body best practices

- Do not use images and backgrounds in email messages unless relevant to the message content.

- Use Calibri 11pt font type with no colored text.

Use of Reply All

- The practice of replying to all recipients on an email message should be used only when the reply is relevant to all recipients. Use discretion when replying to all recipients, especially when the recipient list is a "Group" list.

Assistance & Resources

- For assistance setting up your signature, contact the IT Help Desk at x2901 or reference the following online resources:

  Outlook 2007:
  http://office.microsoft.com/en-us/outlook-help/create-and-add-an-e-mail-message-signature-HA010102351.aspx

  Outlook 2010:
  http://office.microsoft.com/en-us/outlook-help/create-and-add-an-email-message-signature-HA010352514.aspx

These best practices are subject to revision.