SIDIS Email Protocol
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Background: With the advent of so much computer aided technology, companies are continually trying to improve their communication efficiency. I request SIDIS Staff follow the following guidelines.

When to Use Email/Attachments: Email messages should be used for **short**, **single subject** written communication. Email attachments (in PDF format) should be used for **more formal longer** communication that may need to be printed or referred to subsequently (like this document).

When Not to Use Email: If significant (including controversial) interaction is required, use the telephone or if possible a face-to-face meeting or video conference. Use email to then follow up on agreed action items.

Short: Use the "Subject Line" of six words or less. It is desirable to write clear succinct sentences, "less is more". Write plainly and simply. An opening sentence that summarizes the email is also useful.

Single Subject: There are many reasons for single subject emails. Firstly, when reading the email, one can quickly "get the message". Secondly, it is easier to organize single subject emails for later reference (i.e. Product ideas are not mixed with personnel changes). Lastly, it is too easy to miss an important thought if it is appended to an email with a different subject.

Subject Line: The single subject should always be completed with a simple heading that clearly defines the content of the email. Starting the subject line with **FYI** (Information only) or **ACTION** (an action is required by recipient) or **SCHED** (email to do with scheduling) coupled with **URGENT** (if Immediate attention is required) adds to the effectiveness of the communication.

Attachments/Documents: Documents that are created to attach or to be printed need to be able to stand alone (i.e. Do not depend on the email they are attached to). They need to have the following four attributes: a) a title b) a date c) a name of the person who created the document and d) headers including page numbers if more than one page. The use of proper Company letterhead is desirable to add a degree of importance. The virtual letterhead can be all printed from a stored template. The document file name needs to be imbedded in the footer for future retrieval.

Email Copies: Emails should be addressed to only those who are expected to take action (normally only one person) and copied only to those who are referenced in the email or absolutely need to know. It should always be clear to the recipient of an email copy why they are receiving the email. BCC should be avoided if at all possible as they usually create problems. Use the "Reply to All" button judiciously.

Email Response Timing: Any email with ACTION or SCHED in the Header should be responded to within 24 hours. Any Email with URGENT should be acknowledged when read with feedback to the sender as to when it will be handled.

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