**INNOWAVE EMAIL PROTOCOLS**

**Email Addressing**

* TO: field – only for those with direct action; responsible for a reply or need to know/do
* CC: field – be aware of; no direct action

**Do Not Forward, Do Reply**

* To retain the ability to “sort by subject line”, please do not forward emails. Instead, reply and add the person to forward it to.
* If there is an attachment and you need to actually forward it, replace the FW with RE in the subject line.
* Forwards and “replies to forwards” break email thread continuity in sorting/grouping. The replies on forwards are sorted alphabetically (FW: vs. RE:) and therefore not accurately grouped. This leads to recipients jumping in not on the latest thread and creating confusion and broken and disjointed history.

**Email Threads**

* Always ensure you are replying to the latest version of a thread to retain all history.
  + This is why “sort by subject” is a preferred email management tool.
  + Before replying ensure you have sorted by subject and are replying to the latest email. This prevents disjointed and confused email threads.
* Do **not** start new email threads on a topic that is being discussed and worked through on another email thread.
* When you have more to add about an email that may have come in some time ago, you will need to find that email chain and add the information there.
  + Sometimes, this may mean you go to your “sent” folder as you had the last communication that you are now responding to.
  + It is not conducive to create a new email where no one is aware of what you're talking about and no way to backtrack history.
  + It also serves to streamline communication.
* When a long email thread starts out under one topic but then evolves into another matter, **APPEND** (add at the end) the existing subject with the "new topic" added to help clarify.
  + Example:
    - Original email Subject "Boyd Tier Data Report" emails started bringing up Penn Mall Data Report.
    - You will need to **append** (add at the end) it to "Boyd Tier Data Report – Penn Mall Data Report."
    - Appending is critical as it allows the sort by subject to work.
    - **Do not PREFIX** existing email threads with things like “urgent or critical.” See below.
* It is always best not to mix topics on one email thread, if possible.
* When adding an individual to an email chain with an attachment, hit FORWARD instead of reply to ensure they are added to the email chain and can see all attachments. Change the FW in the subject line to RE, per above.

**Urgent/Critical Coding of Emails**

* Use the “high importance!” icon:
  + 
* **For an existing email thread, do NOT PREFIX the subject line** with URGENT or CRITICAL (or anything, for that matter, per the rationale above.) Add it to the end. But more importantly:
* Start the body of your email with URGENT in all red/caps so that it’s the first thing the recipients are seeing.

**Email Signatures & Replies Format**

* Email signatures must be set up for both new emails and replies.
* DO NOT use any images in your email signatures. This can trigger spam filters to block emails.
* Please format both new and replies as noted below:

A close-up of a business card

Description automatically generated

* You must ensure the email address is NOT a hyperlink (highlight it, click on globe upper right and remove link). The links flag certain spam filters and block email delivery.

**Out of Office Notifications**

* Enable automatic replies for emails when you are out of the office.
* Replies MUST include:
  + Day of the week & date you are returning.
  + Full Name and Email of who is to be contacted in your absence.
  + Your full signature (format noted above) must be included in all OOO notifications.