

Emails to Campus

Planned and unplanned events/notices should use subject lines that follow the examples listed below.

Event or Notice	Sample Subject Line
LITS Notices Service Security Building Burke Equipment News	LITS Service Notice: Blackboard Maintenance on 7/7 LITS Service Notice: Help Desk Closed at Noon 7/20 LITS Service Notice: MS Office Upgrade Details LITS Security Notice: Phishing Scam LITS Security Notice: Password Renewal Reminder LITS Building Notice: 24 Hour Library Access Begins 5/15 LITS Building Notice: Elevator Closed for Maintenance 7/16 LITS Equipment Notice: Vending Machines Unavailable 5/17 LITS Equipment Notice: New Printer on Third Floor of Burke LITS News: Beinecke Collection now digitized LITS News: New Faces in LITS
LITS Events	LITS Event: PowerPoint Workshop 9/5/16 LITS Event: Alex Hamilton Retirement Celebration 7/12/17 LITS Event: Security 101 Class Signup
LITS Updates Refer to previous notices or events	LITS Service Update: Network Upgrade Complete LITS Service Update: Elevator Maintenance Complete

Message Composition

- Messages should be as brief as possible.
- The most important information should be at the beginning, if possible. Background information, if helpful, should appear at the end of the message.
- Acronyms should be spelled out and terms unfamiliar to the general public should be omitted or explained.
- Use the College Style Guide to confirm style conventions (e.g. use a.m. instead of AM)
- Always include as much of the following as possible and/or as applicable:
 - Who is affected
 - What is affected
 - When this occurred or may occur & potential timeline
 - How people are affected
 - Actions that those affected need to take

- Contact information - Help Desk/Circulation, etc.
- Date, time and place as applicable
- Try not to include visual cues (such as a line of red asterisks) within messages. The subject line and first sentence should be enough.
- Americans with Disabilities Act (ADA) Considerations
 - If including an image that contains the message (e.g. a poster image), always include accompanying text for screen reading software.

Messages should ideally be sent one week and no fewer than three days in advance. A reminder sent on the day of the event, service change or interruption is recommended. Security and equipment notices, by nature, will be sent with more urgency.

Messages should be reviewed by someone from another team, and/or a member of the Communication Committee, for clarity and give a deadline for input.

Messages for an identifiable group should be sent only to that group (for example, Colleague users or history faculty). If the membership of a group cannot be easily targeted, make the first line of the message indicate the appropriate audience so others may delete it. For example, "This notice only applies to those who use College Owned MACINTOSH computers."

Messages regarding a LITS Incident will be handled by the LITS Incident Management Team (IMT)