

R-24-01 Motion to standardise email practice

Owner: Jack Kennedy SRC LGBT+ Officer

In Effect From: Immediately

Review Date: N/A

It is noted that:

1. There is no current standard for how student officers, volunteers, societies members, and any individual involved with the students association use their email signatures.
2. Emails are treated as legal documents, can be interpreted as contracts (despite intention of sender) and have same weight as a letter that is signed, on headed paper, and sent physically.
3. Other student unions have addressed this publicly on their websites (See [Appendix B](#))
4. There is an internal standard for how Association Staff use their emails (see [Appendix A](#), [Appendix C](#))
5. It is important for those comfortable to, to share their pronouns.¹

It is believed that:

1. There is no consistency in how members who are not staff upload their email signature.
2. Those who are operating in a volunteering capacity (whether officer, society member, subcommittee member) reflect on the Students Association.
3. Those who are operating in a volunteering capacity should not be mistaken for staff.
4. Volunteers have been historically mistaken for staff, or sabbatical officers.

It is resolved that:

1. The SRC works with design and marketing department to create a standardised template similar to [Appendix D](#)
2. The SRC votes on considering including name pronunciations² in email signatures
3. The resolved voted on signature is once complete uploaded to the website, under councils
4. Those who use an incorrect signature are not blamed/chastised but signposted towards volunteer signature
5. Those who are comfortable are encouraged to share their pronouns in this new signature format

Proposed by:

Jack Kennedy - SRC LGBT+ Officer

Seconders:

Caitlin Ridgway, Director of Wellbeing and Equality

Endorsed By:

¹ <https://pronouns.org/what-and-why>

² <https://www.qmsu.org/news/article/26539/Should-the-all-staff-and-student-officers-include-their-name-pronunciation-in-their-email-signature/>

Appendix A: Current advice on staff page re: email signatures (taken from yourunion.nent/staff)

Email signatures

Staff should use the standard Union email signature on all outgoing emails. Follow [Microsoft's instructions to set up an email signature in Outlook](#).

Copy and paste our [template email signature](#) into the Outlook signature settings, and remember to insert your name, pronouns (such as he/him, she/her, they/them, or remove that section if you'd prefer not to share them), and job title. If you have a direct phone line, you can change the 2700 extension to your own.

Some additional information may be required if you work in certain departments regarding specific signposting or confidentiality so feel free to add additional text if it is truly required.

Appendix B: Other SU Email Sig info

UCL, Taken from <https://studentsunionucl.org/e-mail-signatures>



Firstname Lastname (he/him)
Job title

Students' Union UCL
Department
25 Gordon Street
WC1H 0AY

020 7679 2500 ex 65248
studentsunionucl.org

[Additional line if required in black]

INVESTORS IN PEOPLE[®]
We invest in people Silver

Students' Union UCL is the representative body for University College London students.
Registered office: 25 Gordon Street, London, WC1H 0AY, United Kingdom.
Registered in England and Wales as a company limited by guarantee. Company registration number: 7635628.
Registered charity. Charity registration number: 1142404.

QMSU, Taken from <https://www.qmsu.org/resources/17843/Email-Signature/>

Note the line, 'every email that comes from the SU reflects upon the institution'

How do I use this?

In Outlook or your email client:

- Highlight the text below and copy
- Open Outlook > New Email > Signature > Edit Signature...
- 'New' > Type a name for this signature > Click into the text box > Paste
- Change the details
- Select this as your default signature. New messages > Select email template, Replies/Forwards > Select email template.
- Check that the mailto hyperlink links to your email account and not the one you copied
- Click ok

Why do I have to use this?

Every email that comes from the Students' Union reflects upon the institution. Using one simple, branded email signature helps strengthen our visual identity. Think of an email signature as a digital business card; it needs to be well designed, professional, conform to brand guidelines and provide only the most important contact information.

Can I edit or add anything to the email signature?

For consistency:

- Do not add anything to the signature, such as inspirational quotes, text, GIFs or photos
- Do not change the colours, sizes or typefaces of the text
- Do not resize the logo image
- Do not add your own social media links, these should link to the main QMSU accounts

Can I add my own campaign image?

Email signature campaigns should be reserved for large union-wide campaigns provided and approved by marketing only, usually only for elections. The email signatures are not the place to promote your individual campaigns, projects, initiatives or chosen charitable messages.

Gender Pronouns

If you wish to include your gender pronouns this is a basic way to respect a person's gender identity. When someone is referred to with a pronoun (e.g. he/she/they) that doesn't align with their gender identity, it can make them feel alienated. If you would like to include it, please delete from the options below as appropriate or add your own.

Pronunciations

Student council passed policy in April 2021 to include name pronunciations in our email signatures. Providing an explanation of the way your name is pronounced helps people you are emailing to say your name correctly and avoid any confusion. Please contact the Representation and Democracy team for more information.

Jennifer Upstone (she/her)

Design and Communications Manager

020 7882 2061

jenny.upstone@qmul.ac.uk

My name pronounced phonetically is: Jeh-nee-fur Up-stone



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Appendix C: Transcription of example USASA Email signature

[Bar with 3 union stripes]

[Staff Name]

[Staff role]

University of St Andrews Students' Association

St Mary's Place, St Andrews, Fife KY16 9UZ

Email: [staff email]

Website: www.yourunion.net

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This message is sent in confidence for the addressee only. It may contain legally privileged information. The contents are not to be disclosed to anyone other than the addressee. Unauthorised recipients should preserve this confidentiality and should please advise the sender immediately of the error in transmission.

[Note, some emails contain this line, others do not]

Nothing in this email constitutes an order unless accompanied by an official order form

Appendix D: Template for student volunteers

Name (pronoun/pronoun)

Position

University of St Andrews Students' Association Volunteer

St Mary's Place, St Andrews, Fife, KY16 9UZ

www.yourunion.net • (01334 46) 2700

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