



# Policy and procedure

Approved: \_\_\_\_\_, Executive Director

Subject: Email Signature Block

Effective date: Jan. 12, 2023

Questions: Steve Erickson, Communications and Marketing Director

## Purpose

All email communications from DRCOG are to have the same identifiable and consistent look and elements.

## Policy

All DRCOG staff members are to use the official DRCOG signature block which includes the DRCOG logo and contact information. Optionally, staff may choose whether to include personal pronouns as part of their signature. In addition, DRCOG will routinely add a clickable image and tagline to the signature block to highlight a particular program, activity or project through email correspondence. These images are selected and distributed by the Communications and Marketing division, and no deviation from these standard elements is to occur, including additional links or messages. The signature block for the Area Agency on Aging staff differs from the main DRCOG block, in part, to include a confidentiality statement.

Staff with ideas about programs, activities and projects to highlight, should forward their ideas to the Communications and Marketing director for consideration.

## Procedure

Standard elements of the DRCOG signature block and rotating images will be sent via email to staff periodically, along with easy, step-by-step instructions for incorporating the images into staff electronic signatures. Please watch for emails from Communications and Marketing to know when to update electronic signatures, and make every effort to update your signatures within two business days.