



Email Subject Lines & CTA

To increase the open rate of your emails to co-workers and management, it is important to create a subject line that is focused on your topic and its intent.

Most people only take 10-20 seconds to view an email and open them by subject and importance. Keeping the title under 50 characters and using a call to action will help the viewer know what they are looking at and which ones are most important to get to within the timeframe they are reading and replying. Know your audience and write for the reader. Watch your tone, keep things professional for business emails and friendly for personal ones.

Using a Call to Action will let your audience know exactly what you want them to do. These will provoke action and emotion (“Gotta Get It Done Now!” or “Do You Know” or “Fear of Missing Out-FOMO”). The list below **MUST** be used for each email being sent to Leadership, Team Managers or Team Members.

Call to Action (CTA) list:

- **ACTION:** - this means I/we require you and/or the recipients to do something;
- **URGENT:** - I urgently need you to know something, but not necessarily act upon it (can be combined with ACTION);
- **BULLETIN:** - used for the entire program, something they all need to know, i.e. no class due to holiday;
- **SECURITY BULLETIN:** - suggesting this to be used for any email that needs to be sent to all of PGIP-T that warns us of something that has happened or may happen;
- **FYI:** - this is a “for-your-information” that doesn't need your immediate attention but is of interest or to update you about a topic/conversation.

Be sure to include one of these on all emails within PGIP-Tech. This should improve the reply rate**.

**Please remember all emails and messages are to be replied to within 24-hours Monday through Friday and 48-hours on the weekend.