UNIVERSITY OF MINNESOTA

University Services

Guideline/Policy Name:	**Guidelines for Personalizing Your Professional University Email**

Effective Date: 10/19/2012

Approved by: Director, Human Resources University Services

With the implementation of Google (Gmail) by the University, several user-friendly "social" features were made available to staff. With those increased system capabilities, comes additional user responsibility.

When using the University's email account and sending emails from your University address, you are representing the University of Minnesota and your professional work image. The following guidelines apply when using the University's email system.

Guidelines for Personalizing Your Professional Gmail

- Photographs – Gmail allows a user to attach a photo or image to the user's account. When you use, "My Photo," anyone that receives an email from you will also see your photo. If you choose to use this functionality with your University account, the photo selected must be professional. It should reflect how you present yourself in the workplace in both dress and appearance. It should be a straight on shoulder and head shot, not a full body shot or profile.

   If you have any doubt regarding the appropriateness of a photo you plan to use, please consult with your supervisor or a Human Resources Consultant before attaching it to your email account.

   To eliminate a current photo associated with your email, select Settings, select Change Photo and then select "No Photo."

- Signature Line(s) – Like most email providers, Gmail allows a user to create an electronic Signature". Below is an example of an appropriate signature line.

   > First and Last Name
   > Job Title
   > Department or Division
   > University of Minnesota
   > (612)625-5000
   > (612)625-6600 Fax
   > email@umn.edu
   > www.uservices.umn.edu

Your signature may also include your work address and additional phone numbers that you respond to professionally, i.e. cell phone. Approved University of Minnesota graphics may also be used as described in the [University Brand Policy](#). Examples might include Goldy Gopher or the officially approved University of Minnesota script.

The signature line should not include any fictitious titles or self-descriptions.

- Quotations – Gmail allows the user to attach a "quote" or "tag line" in their settings. Quotes should only be used if they are relevant to your job or department and approved by your supervisor.

Consider your message and how you are conveying it. Electronic media used in the workplace creates a permanent history of how and what you are presenting to others. Your use of University email should ensure you are presenting yourself as a professional representative of University Services and the University of Minnesota.

University Policy References

University Policy, [Acceptable Use of Information Technology Resources](#) states:

> "*Computers, networks and electronic information systems are essential resources for accomplishing the University's mission… All authorized users of these resources are required to use them in an effective, efficient and responsible manner.*"

Users must be aware of their responsibilities also regarding the **public record aspects** of all University email. Please see the University Policy Appendix: [Public Records: Guidelines for Email](#)