Communication Guidelines for Appointment Campaigns

1. Official Hunter College branding should always be used when communicating to students and should always and take priority over school names, offices, departments, programs, and/or partnerships. School names, offices, departments, programs, and/or partnerships may be used to enhance, but should never compete with the Hunter brand.

2. Maintain a consistent voice in every message. Communications should:

3. appeal to the range of students that makeup the intended target audience, particularly those with less understanding about the content.

4. recognize the end user's achievement rather than speaking down to them.

5. recognize a range of mindsets (under pressure, frustration, time starved), and value their time.

6. For current students, only send to the Hunter inbox. For prospective and/or recently admitted students, the personal/preferred email account should be used.

7. Always include the most important and/or relevant content above-the-fold.

8. Whenever possible, use a single call-to-action, ideally to a trusted Hunter College webpage.

9. Whenever possible, avoid the use of attachments and/or PDFs.

10. Always adhere to the latest accessibility (ADA) compliance standards.

11. Always adhere to the latest IT security protocols.

12. Use responsive email templates to provide an effective mobile experience. Do not use templates that will function inconsistently across various platforms or devices. Alternatively, plain text emails may be used.

13. Always use inline HTML formatting, standard fonts, and styling that will work across various platforms.

14. Never share personal and/or sensitive information directly through email. Always redirect to a secure portal (such as CUNYfirst) and/or another secure Hunter-approved source.

15. Be sure to follow the appropriate OCR guidelines when performing race, gender, citizenship and/or residency-based targeting efforts. If there is any question, contact your supervisor for guidance.

16. Whenever possible, avoid spam trigger phrases and words, like *Free, Click Here*, ALL CAPS, etc.

17. A maximum of one relevant emoji may be used in the subject line. Generally, use emojis sparingly for maximum effectiveness.

18. Always receive consent from relevant offices, departments, programs, and/or opportunities prior to sharing their content with students.

19. Do not share content and/or opportunities from outside sources that are not official partners of Hunter.

20. Whenever possible, avoid sending messages during weekends or holidays. Emails should coincide with standard business hours so that students can receive a more immediate response, if necessary.

21. Always test your message prior to sending. Test links, review content, images, formatting, etc.

22. Always use consistent naming conventions for naming emails, filters, content, etc.

23. Always measure results and adjust subsequent communications accordingly. A minimum of 24-48 hours should be used for tracking results.