

EMERGE

with RUBIN

Classroom Activity: Part 4 -- How to Craft an Effective Email Signature

Your email signature is an easy way to leave a great impression on the person who receives your message. If you spend time on the signature now, it will help you time and again as you apply for internships/jobs and engage with college faculty.

Instructions:

On your own or as a class, read the section beginning on page 2 of this document from our book, *Wait, How Do I Write This Email?*

Be sure your email signature reflects who you are as a high school student, college student or working professional.

A few notes:

- If you don't have a student organization to include, write the first line below your name as "Year in school, Name of school" (ex: Junior, Tech University). Then, the second line below your name can be "Class of ____".
- If you have not already worked on a personal hashtag (#yournameportfolio), you can leave that part out. To create a personal hashtag, read the reference material beginning on page 3 of this document.
- If you have a LinkedIn profile instead of Twitter, include that URL. If you have Twitter and LinkedIn, include both.

Be ready to share your email signature and discuss what you included.

From Chapter 2 of *Wait, How Do I Write This Email?*

How to craft an effective email signature

As your career evolves, so does your email signature. You might go from high school student to unemployed to employed to graduate student and then to employed again.

At each stop, how should you display contact info at the bottom of an email?

On the following pages, you will find templates for the different phases of our young professional lives. Before you begin, heed these four rules:

- Remember: less is more. You don't need to give people nine ways to contact you. Focus on the best ones (ex: phone, email, Twitter and LinkedIn) and make it easy on you and them.
- Stay away from a signature that's one big image. Keep it as text so email services won't block people from seeing it.
- Make links long enough so they're easy to click on a smartphone.
- Include your #personalhashtag when appropriate, as we discuss on page 50. The hashtag lets you give people a quick look at your background and interests. Better yet: link people to your blog or portfolio. A website is more impressive so if you have one, include it.

NOTE: If you're not on Twitter, you need to be. It's a terrific place to network, make connections and showcase who you are. All of my templates in this chapter involve Twitter. It's time you join the party.

Email signature for a student

YOUR NAME
TITLE, STUDENT ORGANIZATION
NAME OF SCHOOL, CLASS OF _____
EMAIL | CELL: XXX-XXX-XXXX
TWITTER | #YOURNAMEPORTFOLIO

Example:

Amanda Garcia
Vice President, Student Government Association
Acme High School [or Acme University for college], Class of 2020
XXXX@____.EDU | CELL: 555-555-5555
[Twitter](#) | #AmandaGarciaPortfolio

Explanation:

The middle/high school signature lets Amanda cover a lot of territory in five lines. She provides her role in a student organization, school, the year she will graduate and contact information. She also includes a personal hashtag so people can learn more about her recent projects, interests and articles she enjoyed (#amandagarciaportfolio).

If Amanda has a blog or portfolio, she can replace the personal hashtag:

[Twitter](#) | My portfolio: [Amanda Garcia Designs](#)

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From Chapter 2 of *Wait, How Do I Write This Email?*

Why you need a #personalhashtag

Remember when the “pound” sign was exclusively a tease for more information on social media? If we searched the particular hashtag, we would find more content related to the word or phrase.

These days, we post a Facebook photo of a shiny diamond ring and tag it with:

#OMGcantbelieveimengaged #loveatfirstsight #isaidYES

Without warning, the hashtag morphed into an amusing way to describe our mood or the moment. We need to tell the world how we feel, and a hashtag seems the snappiest way to do it.

#notimeforacompletesentence

Hang on a second. What if our unique hashtags could revolutionize the idea of a resume and professional portfolio?

#whoa

Introducing the #PersonalHashtag campaign

Let's say you send out dozens of resumes as you look in every direction for a job. Right below your name, you add a personal hashtag so the resume stands out (for an example, check out #dannyrubinportfolio). You also include the hashtag at the top of cover letters and in your email signature.

Employers are likely to stop cold and check out your hashtag.

Why? Because they've never seen anything like it.

With a personal hashtag campaign, you share what an employer needs to see.

#whatasimpleidea

Think about it. An employer reads so many nearly identical resumes that his eyes start to roll into the back of his head. All of a sudden, he notices a personal hashtag in the corner of yours. He's intrigued. He jumps on Twitter, types in your hashtag and finds a neat little list of your work accomplishments or other notable achievements.

NOTE: You should not include inappropriate content, photos and conversations that are purely social, celebrity gossip or contain foul language. Keep the hashtag professional.

Before long, the employer clicks around and learns about you while everyone else is lost in the mountain of resumes on his desk.

#victoryisyours

Even if you have a secure position and no plans to quit, a hashtag like #yournameportfolio is an ongoing glimpse into your world. You can link people to:

- a big project you finished
- a website you maintain or a personal one that serves as a portfolio
- an article that mentions you or one you find interesting
- community or volunteer organizations you're involved with
- your company's services or roster of clients

You then have a live portfolio accessible to anyone on the planet. Plus, you can switch out the info whenever you want. A person only needs to stumble upon **#yournameportfolio** (or whatever you choose to call it), and — bam — you are on full display.

#onelessreasonforpaper #savintrees

What will you call your #personalhashtagcampaign? And what will you share?

In business today, you need to tell your story faster and smarter than the next person.