

Standard Operating Procedure (SOP): Email and Written Communication Templates

This SOP provides guidelines for using **standard email and written communication templates** to ensure consistency, professionalism, and clarity in all organizational communications. It covers template design, tone and style standards, personalization best practices, and procedures for updating and approving templates to maintain effective and efficient written correspondence.

1. Purpose

To establish a standardized process for creating, using, and maintaining email and written communication templates within the organization.

2. Scope

This SOP applies to all employees and contractors responsible for drafting, sending, or approving official organizational emails and written correspondence.

3. Responsibilities

- **Communications Department:** Design, review, and maintain templates.
- **Employees:** Utilize approved templates and suggest updates as needed.
- **Supervisors/Managers:** Review template usage and provide feedback.

4. Template Design Guidelines

- Use company branding (logos, colors, fonts) where appropriate.
- Include standard headers and footers with contact information.
- Ensure templates are accessible and mobile-friendly.
- Templates should be easy to personalize for recipient-specific details.

5. Tone and Style Standards

- Professional, clear, and concise language.
- Use a friendly and respectful tone.
- Avoid jargon, slang, and colloquialisms.
- Proofread for grammar, spelling, and punctuation.

6. Personalization Best Practices

- Use placeholders (e.g., [Recipient Name], [Date]) for ease of updating.
- Address the recipient by name where possible.
- Adjust the message for the audience when necessary.
- Double-check recipient-specific information before sending.

7. Template Approval & Update Procedures

1. Draft template is created and submitted to the Communications Department.
2. Communications reviews for adherence to standards and content accuracy.
3. Template is approved by department leadership.
4. Circulate approved template organization-wide and store in a shared location.
5. Review templates at least annually or after major communication changes.
6. Employees may suggest updates, which must go through the review and approval process.

8. Template Use Procedure

1. Access the latest approved template from the designated repository.
2. Personalize required fields and review the message.
3. Proofread before sending or printing.
4. Send email or deliver written communication as per organization protocols.
5. Retain a record as per records management policy.

9. Sample Email Template

Email Section	Content
Subject	[Purpose of Email] â€™ [Short Description]
Greeting	Dear [Recipient Name],
Body	We would like to inform you about [main message/purpose]. [Include details, actions required, and any next steps.]
Closing	Best regards, [Your Name] [Your Position] [Company Name]

10. Document Control

- **Owner:** Communications Department
- **Approval Date:** [Date]
- **Review Date:** [Date]
- **Version:** 1.0