

# SOP Template: Standardized Email and Messaging Formats

This SOP defines **standardized email and messaging formats** to ensure clear, professional, and consistent communication across the organization. It covers email structure, subject line conventions, greeting and closing protocols, message tone and language, signature requirements, and response time expectations. The goal is to enhance readability, foster effective information exchange, and maintain a unified brand voice in all written communications.

## 1. Email Structure

- **Subject Line:** Clear, concise, reflects message content.
- **Greeting:** Professional salutation (see Section 3).
- **Body:** Purpose stated upfront, information organized logically in short paragraphs or bullets.
- **Closing:** Polite sign-off (see Section 3).
- **Signature:** Standardized format (see Section 5).

## 2. Subject Line Conventions

- Use prefixes where appropriate: **REQ:** (Request), **FYI:** (For your information), **ACTION:** (Action required), **URGENT:** (Immediate attention).
- Include key information, e.g., project name, date, topic.
- Keep under 60 characters when possible.

Example	Description
REQ: Sales Report Q2 Due 20 June	Request for sales report, due date specified
FYI: Office Renovation Schedule Update	Informational update

## 3. Greetings and Closings

Situation	Greeting	Closing
Formal, unfamiliar recipients	Dear [Title] [Last Name],	Sincerely, Best regards,
Informal, colleagues/team	Hello [First Name], Hi [First Name],	Best, Thanks,

## 4. Message Tone and Language

- Use professional, polite, and inclusive language.
- Keep the tone positive and solution-oriented.
- Avoid jargon, slang, or abbreviations not common to all recipients.
- Proofread for clarity, grammar, and typos.

## 5. Signature Requirements

[Full Name]  
[Job Title]

[Department/Team]  
[Company Name]  
[Phone Number]  
[Email Address]  
[Company Website]

**Optional:** Company logo, legal disclaimer.

## 6. Response Time Expectations

- Internal emails: Respond within 1 business day.
- External/client emails: Respond within 1 business day or as per contract/SLA.
- If more time is needed, acknowledge receipt and provide estimated response time.

## 7. Standardized Messaging Format (IM/Chat)

- Greet recipient at start of conversation (e.g., "Hi John,").
- Be brief but clear; use full sentences.
- Use polite language; avoid using only acronyms or emojis.
- Acknowledge when a request is received and when an action is completed.

## 8. Additional Guidelines

- Use the "Reply All" function only when necessary.
- Use "CC" to keep relevant stakeholders informed.
- Avoid sensitive/confidential information unless absolutely necessary and authorized.

## 9. Compliance

Non-adherence to this SOP may be subject to review as per company policy and could result in corrective action.

## 10. Review & Updates

This SOP will be reviewed annually or as necessary to ensure its effectiveness and relevance.