

# Email Subject

---

## Guideline

[1. Introduction](#)

[2. General explanation](#)

[3. When to change email message subject](#)

[4. When client sent an email message with no subject](#)

[Feedback on the guideline](#)

Version	Date	Change Log
1.0	June 8, 2013	First version of the document
2.0	Sep 17, 2014	Paragraph (4) added to explain required actions in case client's email has no subject

## 1. Introduction

The purpose of this guideline is to document the rules related to email message subject. This guideline is primarily aimed at Dev-Pro Project Managers, HR, Team Leads and other team members who are corresponding with Dev-Pro President and potential and existing clients directly.

## 2. General explanation

Email message is a tool we use to convey information. As any other tool, it should be useful and easy to use. All recipients and senders of the email messages are the ones who can influence the usability. PMs need to feel responsibility by thinking about who will be getting the email message and how the recipient will interpret it. Will it be easy to understand, not overloaded, clear and please to read; or it will be hard to understand, long, heavy and with misleading subject? That is what PMs need to feel responsibility for.

When you have long email threads with your clients or colleagues, frequently content you are discussing in emails changes and email subject line doesn't reflect the topic under discussion. In these cases it is important to update subject line to reflect topics you are discussing.

## 3. When to change email message subject

3.1. If you're replying but changing the topic, change the subject line to something summarizing the new conversation.

*Example 1: you want to send report for November, but want to follow-up in the email thread which reflects summary reports for the previous months - it is ok to continue the email thread but the email subject should be changed from e.g. "Dev-Pro - October 1-31 - Summary Report" to "Dev-Pro - November 1-30 - Summary Report ");*

*Example 2: you are having an email thread with a client, which started from some summary email "Project ABC - Meeting Minutes - September 15, 2012" more than a month ago. Now you are discussing project timeline and milestones to reach, in this case you should change email subject to something relevant e.g. "Project ABC - Timeline December 1-31, 2012".*

3.2. If the email message thread has numerous replies, has embedded screenshots, and grows to several hundred kb, then it is better to just start a new thread with a new subject line.

3.4. If you're starting a new conversation, which is not connected to the email thread, don't reply to an existing message, start a new email thread instead.



## 4. When client sent an email message with no subject

4.1 When you receive an email without a subject from your client, you need to read the email and specify a subject for it. Do not continue email thread without a title for it.

**Remember** - subject makes email message topic visible and also helps to see its priority.

### Feedback on the guideline

If you have any comments/suggestions/questions or noticed a mistake in the guideline, please send us your feedback by filling the [form](#).