University Electronic Signature and Use

Authority for Procedure granted by UWG Policy 1003, University Communications UWG PL #1003 Online Resource Ownership, Control, and Use.

In recognition that our communication within the University of West Georgia (UWG) and our external communities is a vehicle for expressing University values and a cohesive brand presence, faculty and staff shall use the following standards in creating electronic/email signatures.

This Procedure applies to the @westga.edu account used for University business by:

- All UWG faculty and staff
- All persons using UWG computing resources

The University of West Georgia (UWG) recognizes electronic mail (email) as the primary means of communication both within UWG and externally with the public. This procedure aims to describe the permitted uses of University email and is not meant to supersede or replace but should be read together with other University policies and procedures. See UWG PL #1003, associated procedure, Use of University Mass Email System for more details relevant to the use of email.

Compliance with this procedure helps UWG to achieve the following:

1. Promote UWG’s brand by allowing employees to easily incorporate our brand into everyday correspondence in a consistent layout.

2. Improve the successful delivery of University communications to all faculty, staff, and students, and

3. Reduce the risk of University data classified as confidential, sensitive, or containing Personally Identifiable Information (PII) going through email systems not managed by the University.

This procedure applies to @westga.edu accounts used for University business and by individuals using UWG computing resources. Note: Use of the University’s computer and network resources constitutes
A. Standards and Guidelines

B. Signature Elements

UWG Electronic Signatures (E-Signature) are created and populated by an automatic E-Signature Builder. The builder adds the appropriate logo/brand elements, formatting, disclaimer, etc.

1. Required elements in Signature Identification Elements - Original Message

The approved and required signature elements, in the appropriate order are as follows:

i. Full Name
ii. Job title (may immediately follow name if preferred)
iii. School/College/Unit/Department (as applicable)
iv. University of West Georgia e. Street address, city, state, zip (OPTIONAL if it is 1601 Maple Street)
v. Email address (in hyperlink)
vi. Business telephone number
vii. Confidentiality Statement: "This e-mail is intended solely for the addressee and may contain confidential information. If you are not the addressee please do not save, print, or retransmit, except to return to the sender."

2. Optional elements in Signature - Original Message

- Full Name
- Job title (may immediately follow name if preferred)
- School/College/Unit/Department (as applicable)
- University of West Georgia
- Street address, city, state, zip (OPTIONAL if it is 1601 Maple Street)
- Direct Business telephone number
- Confidentiality Statement: "This e-mail is intended solely for the addressee and may contain confidential information. If you are not the addressee, please do not save, print, or retransmit, except to return to the sender."
3. Optional Identification Elements

Optional signature elements include:

i. Mobile phone number

ii. Web address to your department, if applicable (in hyperlink)

iii. Official brand tagline, either UWG or school/department

• Pronouns

• UWG Graduate - year graduated

• Mobile phone number - applies to UWG-issued mobile numbers

Any UWG employee who publishes their personal mobile phone number in their signature line, that number may not be redacted under the Georgia Open Records Act.

• Web address to your department, if applicable (in hyperlink)

4. Required **Elements** in Signature - Reply Message

The approved and required signature elements in reply messages must include:

i. Full Name

ii. Job title (may immediately follow name if desirable)

iii. Full telephone Number

5. Format Requirements

i. A consistent font and type size should be used across the university. For the latest version, please refer to the University’s Communications and Marketing web page. See Appendix A for Examples.

ii. The use of university logos, unit logos, and iconic marks are allowed but not encouraged in electronic signatures due to the inability to present these graphic brand identifiers in a non-distorted and consistent way. However, University Communications and Marketing (UCM) will create a variety of templates to assist in supporting a cohesive brand effort across the
institutions. See Attachment A for Examples.

- Full Name
- Job title *(may immediately follow name if desirable)*
- Direct Telephone Number

6. Prohibited Items

i. Personal viewpoints, quotes, opinions or agendas.

ii. Unauthorized images, logos, and icons.

iii. Unauthorized Google account images (family, pets, cartoons, etc.). For assistance in setting a
default that displays a professional image for staff members and the University, please reach
out to UCM.

7. Guidelines

- Personal viewpoints, quotes, opinions or agendas.
- Unauthorized images, logos, and icons (family, pets, cartoons, etc.)

C. Guidelines

University Communications and Marketing is authorized to develop further guidelines as necessary.

D. Compliance

Signature lines that do not conform to policy should be brought into compliance. It is the responsibility
of the UWG staff member’s immediate supervisor to notify the employee. This notification will include
identifying non-compliant signatures to bring into compliance.

The employee's immediate supervisor is responsible for notifying the employee about any e-signature
that does not comply with procedural requirements. Notification will specify the non-compliant e-
signature elements needing rectification to ensure compliance. Any signature lines that deviate from the
procedure shall be made compliant.

Definitions

**Personally Identifiable Information** - information that can identify an individual when used alone or with
other relevant data. PII may contain direct identifiers (e.g., passport information) that can identify a
person uniquely or quasi-identifiers (e.g., race) that can be combined with other quasi-identifiers (e.g.,
date of birth) to recognize an individual successfully.

Guidelines/Related material

The following are available on the University Communications and Marketing (UCM) Work West
Webspace (one USG login required).
### Approval Signatures

<table>
<thead>
<tr>
<th>Step Description</th>
<th>Approver</th>
<th>Date</th>
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- UWG E-Signature Builder
- Google Email (Gmail) Signature Instructions