General Template for Email Announcements (no, not a real email)

Make your <mark>subject line</mark> count. Be specific. Indicate if an action is required.	Update required for Service X on mobile devices
Use an appropriate <mark>salutation</mark>.	Members of the Rutgers Community:
Set a <mark>conversational tone</mark> by addressing the reader as "you."	We are writing to let you know about a required update for Service X on all mobile devices.
Explain <mark>why this matters</mark> to your audience.	This update simplifies the login experience and improves reliability and security on iOS and Android devices.
<mark>Subheads</mark> make it easy for readers to scan the message.	**What do I need to know?** Service X allows users to integrate calendar invites from multiple cloud-based services. The current update includes these improvements:
<mark>Bullet points</mark> also help for readability.	• streamlined login experience • increased reliability when installed on multiple devices • assorted bug fixes
<mark>Bold text</mark> you really don't want the reader to miss.	**What does this mean for me?** You will need to update Service X on your mobile devices by Thursday, January 24. **If you do not upgrade by that date, Service X will be automatically removed from your devices and all data will be deleted.**
	What do I need to do? To update, open the Service X app on your device and choose *Use Version 2 of Service X* when prompted. You must do this on all of your mobile devices with Service X installed.
Tell people where to go for <mark>additional information</mark>.	**Need more information?** If you need additional information, please visit our FAQ about Service X: https://servicex.rutgers.edu/faq
Provide <mark>contact info</mark> for questions.	**Questions?** If you have questions or concerns, please contact your department's IT staff or reach out to your local Office of Information Technology Help Desk: https://it.rutgers.edu/help-support
	Sincerely,
Include an <mark>email signature</mark>.	Jane Smith Director, Office of Information Technology