# Email Signatures – Why Do We Need One and How To Create One
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Why use an email signature?

We can organically create social connections and promote the activity in several ways. One is using customized signature blocks. Through a simple signature block that is used in every email we send, we can advertise square dancing, share websites, etc. Having this additional information allows you to further communicate and connect with people you send emails to without doing anything else. For example, if someone clicks on your website, they see your schedule, flyers, new class information, and the list goes on and on. Here are a few more reasons to consider using an email signature.

Professionalism: A well-designed email signature adds a touch of professionalism to your emails. It helps create a positive and polished impression, especially in business or professional communications.

Contact Information: An email signature provides an easy way for recipients to access your contact information. This is crucial for networking and business relationships as it allows people to contact you via phone, email, or other channels.

Branding: Including your company logo, job title, and other branding elements in your email signature helps reinforce your professional identity and promotes brand consistency.

Marketing Opportunities: Email signatures can be used as a subtle marketing tool. You can include links to your social media profiles, promotional banners, or links to your latest blog posts, increasing your online presence and promoting your personal or company brand.

Some Examples:



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## Creating an Email Signature:

Click on a link below to go to instructions for the most popular platforms:

**Outlook**      **Gmail**      **Yahoo**      **AOL**      **Zoho**      **Thunderbird**

## Outlook

To add an email signature in Outlook, you can do the following:
Select Settings
Select Mail > Compose and reply
Under Email signature, type your signature
Use the formatting options to change the appearance of your signature
Select the default signature for new messages and replies
Select Save

Further information can be found at https://support.microsoft.com/en-us/office/create-and-add-an-email-signature-in-outlook-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2

## Gmail

Open Gmail
Click the Settings gear icon in the top right corner
Select See all settings
Scroll down to the Signature section under General
Enter your signature text in the box
Click Save Changes at the bottom of the page

Further information can be found at https://support.google.com/mail/answer/8395?hl=en&co=GENIE.Platform%3DDesktop

## Yahoo

To add an email signature in Yahoo Mail, you can do the following:
Log into your Yahoo Mail account
Click the Settings gear icon in the top right corner
Select More Settings
Select Writing email
Under Signature, select the toggle next to the email address you want to add a signature to
Type or paste your signature in the text box
Select Save at the bottom of the page

Further information can be found at https://help.yahoo.com/kb/SLN28060.html

## AOL

To change your email signature in AOL Mail, you can do the following:
Click the Settings Menu icon
Select More Settings
Click Writing email
Find the Signature section
Enter or edit your signature in the text box
Your signature will be saved automatically

Further information can be found at https://help.aol.com/articles/add-edit-or-disable-your-signature-in-new-aol-mail

## Zoho

To add an email signature in Zoho Mail, you can do the following:
Log in to Zoho Mail
Click the Settings icon
Select Signatures
Click the + icon to create a new signature
Name the signature
Enter the signature details and format it
To add an image, click the Insert Image icon
Upload an image from your disk or link to an image from the web
Choose the fit and alignment
Click Insert
Click Save

Further information can be found at https://www.zoho.com/mail/how-to/use-signatures-effectively.html

## Thunderbird

To change your email signature in Thunderbird, you can do the following:
Click on the three-bar application menu button on the menu bar
Select Account Settings
Click on the email account you wish to add the signature block to
Enter the name of the email account and email address (if necessary)
Enter the signature block text in the box provided
If you are familiar with HTML markup you can click on the html checkbox and enter it directly in the signature block box.
Alternatively you can load the signature block from a file – it can be text, html, or an image – by checking the appropriate box and specifying a file name.

Further information can be found at https://support.mozilla.org/en-US/kb/signatures