



Subject Line Emojis 🤗

📣 Say more with less.

Starting on September 26, Encompass will support the use of emojis in email subject lines and from name lines. This allows your institution the chance to add a visual element, helping your emails stand out in a crowd of text-only subject lines. This functionality also allows the use of letters with special characters, such as an accent mark or umlaut.

How to use emojis in Encompass:

The use of emojis doesn't require any new Encompass functionality. The process is simple. Just copy an emoji from an emoji website, such as getemoji.com or emojikeyboard.org, and paste it in the subject line or from line. It must be a unicode emoji to work. Creating an emoticon with text will not render correctly.

Things to consider when using emojis:

- ◆ Consider making emoji use part of your organization's branding guide, especially if your volunteers send emails.
- ◆ Make sure the emoji reflects the tone of the email.
- ◆ Think about your audience. Certain groups, such as millennials, may be more receptive to emojis.
- ◆ Not all email providers support emojis, specifically Outlook 2003 and Lotus Notes. In some cases a box or the word "emoji" will appear instead. You may want to take this into account when determining the placement of the emoji.
- ◆ Emojis can look [different](#) depending on the email provider – even those that support emojis. Be sure to check the preview.
- ◆ Emojis can be effective for identifying events. For example, all Homecoming emails could include a pennant emoji, helping recipients identify the subject at a glance.

Emoji Tips:

1. *Preview every email that uses an emoji to make sure it renders correctly.*
2. *Make sure to use an emoji that makes sense with the email subject.*
3. *Let emojis enhance your message, but not totally replace content. The message still needs to be clear if the recipient's email doesn't support emojis.*
4. *Use restraint. Emojis are a great tool, but too many can turn off recipients.*



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