# A white letter on a black background  Description automatically generatedCreate an email template

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| Template name | This will not be visible to recipients. Name your templates in a way that works best for your service or organisation. |
| Subject line | Be clear and informative in the subject line. Put the most important information at the start, as subject lines can get shortened. You could include the topic, action or deadline. |
| Message | This is the main headingDear ((fullName)),This is the body text. This is a subheadingYour first subheading must come after a heading. Use headings to break up your message content. Bullet pointsUse a lead-in line before bullet points. For example:* item 1 in a bulleted list
* item 2 in a bulleted list

LinksYou can convert text into a link instead of writing the full web address. For example, [content guide on the NHS service manual](https://service-manual.nhs.uk/content).Link text should tell the recipient where the link goes. Never use ‘click here’, as this does not make sense when read out of context.If the recipient is not expecting to receive an email from you, use the full URL instead of link text. Start with https://. For example, <https://service-manual.nhs.uk/content>.PersonalisationTo add a personalisation field, include a placeholder with double brackets around it.For example, hello ((firstName)), your NHS Number is ((nhsNumber)).Attachments and imagesWe do not currently support images or attachments in emails.If you need to send an image or attachment, host it separately on a website and add a link to it in your message content. |