Should I send a hyper-link or not? By default, we would suggest not sending hyper-links in email; instead, sending the website address without the link (remember most of us security folks can be a little paranoid). That said, it’s not always possible to send an email without a link.

The discussion to link or not to link is something we can’t solve here. However, one thing we can do if we send a hyper-link is to give the receiver context.

For example, links should be easy to identify and clearly labeled. Don’t just say “click here.” Instead, link a key phrase to identify what the click of the link will do or take you to. For example: Read the new VEC Connect Newsletter.

Also, communicate why they are getting this, by reminding them (1) if this was discussed in a meeting or a short hallway conversation, or (2) any other details that would be pertinent to help them understand why there is a hyper-link in an email.

For example: “You are receiving this email because you signed up to receive updates regarding our services. Please click here to see our new schedule.” Or “You are receiving this email because the
Another thing you can do as a sender is stay consistent. For example, I know on a certain day of the month my cable provider thanks me for payment. If I were to get a notification two weeks early or late about an overdue payment, I would not click on the link they provided to make a payment.

Remember, giving the receiver context reduces the chances of your communication being sent to phishing or simply deleted. Remember, cybersecurity is not just an IT issue, it’s a business issue.