

Internal email subject line examples, inspiration library, and checklist

A strong subject line isn't just nice to have...it's the #1 predictor of whether your internal email will get opened.

In our [2025 Internal Communication Benchmarks Report](#), we analyzed thousands of internal emails and found that **subject lines between 21–40 characters consistently performed best** (earning open rates as high as 76.13%). Subject lines over 80 characters? A drop-off to 66.77%.

Use the checklist below to gut-check your subject lines before you hit send, pull inspiration from real examples, and write subject lines that make your emails impossible to ignore (in a good way, of course).

Internal email subject line checklist

- Is the subject line between 21–40 characters? (Optimal open rate: 76.13%)
- Is it clear what the email is about? Does the tone match the message? (Friendly, urgent, celebratory, etc.)
- Is there a specific timeframe or deadline included?
- Does it include a name, event, or value to personalize?
- Does it signal when action is required?
- Would you open this email based on the subject line?

Internal email subject line inspiration library

Use the sample library below as inspiration, or continue to add to the library so you have a subject line ready to go!

Employee newsletters

- *“This Week in Company News”*
- *“October: Team News Recap”*
- *“September: Team Highlights”*

Company announcements

- *“New Office Opening 🎉”*
- *“Exciting Company Update”*
- *“Upcoming Company-Wide Changes”*

Policy or process updates

- *“New Travel Policy Effective Nov. 1”*
- *“Remote Work Guidelines: Updates Inside”*
- *“Changes to Expense Process: Details Inside”*

Recognition & culture

- *“Shoutout to [Name]!”*
- *“Welcome to the team, [New Hire Name]!”*
- *“Reflecting on a great year together”*

Event invitations

- *“Happening this week: Wellness Fair”*
- *“Next Friday: Town Hall Q&A”*
- *“Countdown to our Year-End Celebration!”*

Meeting invitations

- *“Q3 Strategy Meeting Info”*
- *“Leadership Team Meeting – Oct. 7”*
- *“Marketing Team Weekly Sync: Agenda Inside”*

Deadline reminders

- *“Final Call: Timesheets Due!!”*
- *“Reminder: Training Registration Deadline Tomorrow”*
- *“Benefits Enrollment Deadline This Friday”*

Team-specific updates

- *“Sales Team: Q4 Goals & New Strategy”*
- *“Engineering: System Downtime on Oct. 12”*
- *“HR Team: New Hiring Process Update”*

Employee engagement surveys & feedback requests

- *“We Value Your Input: Take the Survey”*
- *“Share Your Thoughts on Our New Intranet”*
- *“Tell Us How We’re Doing: Quick Survey Inside”*

Employee recognition

- *“Congrats to the Sales Team!”*
- *“Celebrating Our Top Performers This Month”*
- *“Meet Our Newest Hires!”*

Crisis communications

- *“Urgent: Immediate Company Action Required”*
- *“Important Company Ops Update: [Event]”*
- *“Crisis Plan: What You Need to Know Now”*

Leadership changes

- *“Meet Our New CEO on Oct. 7”*
- *“Leadership Transition Announcement”*
- *“Changes in the Executive Team”*

Fun & Personality

- *“Just another [Company] Monday 🎵”*
- *“Guess what? We’ve got big news!”*
- *“New perks? You got it!”*

Data-driven best practices

The “sweet spot” for subject line length is 21-40 characters. When your subject line is more than 80 characters, open rates actually drop! [Grab the full Internal Communication Benchmarks & Best Practices Report here.](#)

CHARACTER RANGE	OPEN RATE
0-20	72.72%

21-40	76.13% (<i>The sweet spot!</i>)
41-80	75.10%
81+	66.77%

Try a tool that writes subject lines for you!

With [Workshop](#), the number-one email and SMS platform for internal comms, you get AI help implementing all this advice into your subject lines!

Our customers can:

- **Get AI-generated ideas:** Workshop's AI automatically scans your email and suggests subject lines/preview text that matches the context and tone of your message.
- **Modify with AI:** Tweak subject lines and email preview text with AI. It can improve tone, fix grammar, or simply enhance clarity. Workshop's AI makes it easy to deliver polished, professional communications every time.
- **Cross-post with ease:** Our AI tool can also help write text to cross-post across multiple internal communications channels—reaching your employees wherever they prefer!