Emails Template

a) to: comment author  
story: someone comments on comment author's comment

**Subject:** The person’s name(e.g. Ella) viewed / liked/ commented on your comment.

**Body:** The commenter’s comment / post with a corresponding ***link*** to view it on the MSME platform. If possible, the Author’s post should come before the commenter’s comment to show the sequence of the post and comments.

**Kindly add the below as a policy user agreement or Terms and conditions for the Receiver in the mail.**

**Was this email: Useful | Not Useful – should be clickable.**

**This message was sent to …………………... If you don't want to receive these emails from MSME in the future, please unsubscribe (hyperlink the unsubscribe word). (Details of the Platform)**

**To help keep your account secure, please don't forward this email. Learn more(should be link to data protection information)**

b) to: post author

**Subject:** Ella viewed / liked/ commented on your post.

**Body:** The Author’s post with a corresponding ***link*** to view it on the MSME platform.

**Kindly add the below as a policy user agreement or Terms and conditions for the Receiver in the mail**.

**Was this email: Useful | Not Useful – should be clickable.**

**This message was sent to …………………... If you don't want to receive these emails from MSME in the future, please unsubscribe.(Details of the Platform)**

**To help keep your account secure, please don't forward this email. Learn**

c) to: registering user  
story: to send email verification link

**Subject:** Please Activate your account / confirm your registration.

**Body:** Thank you for registering at MSME.

Please click the link below to activate your account **OR** confirm your e-mail address and keep receiving related emails and special dates/events from MSME.

d) to: user requesting password reset  
story: send one-time password to user

**Subject:** Kindly reset your Password.

**Body:** Hello **Person’s full name**

Please click on the URL below to reset your password.

***Click here***  
  
e) to: system admins  
story: notify admin that a user wants to be verified

**Subject:** Verification Notice.

**Body:** Hello Admin,

The person’s full name wants to verify his / her account.

Click here to activate/verify the account.

f) to: user who requested verification  
story: verification status updates

**Subject:** Awaiting Verification.

**Body:** Dear **Personal Name’s,**

Kindly note that our team is working earnestly to verify your account. This might take a while but please bear with us. An email will be sent to confirm verification.

'active'

**Subject:** Welcome to MSME platform.

**Body:** Hello **Personal Name’s,**

Congratulations!!!! Your account has been activated. Kindly ***click here*** on the link to access your account.

'declined'

**Subject:** Account Declined

**Body:**  Hello **Person’s name,**

Kindly note that your account was declined. To keep your account active, please check your password and try again.

'inactive'

**Subject:** Inactive Account

**Body:** Hello **Person’s name**

We have noticed that your account with MSME has been inactive for quite a while now. Should you still be interested in accessing the account, please ***click here.***

'verified'

**Subject:** Account Verified

**Body:** Hello **Personal Name’s,**

Congratulations!!!! Your account has been verified. Kindly click on the link to access your account.

Deactivated

**Subject:** Notice of Deactivation

**Body:** Dear **Person’s Name**

Because of your inactivity, your account has now been stopped and marked for deletion. Click here to create a new account.

'processing'

**Subject:** Account is Processing

**Body:** Dear **Person’s name**

Kindly note that your account is in the processing stage. We will get back to you once the account is activated. Thank you.