

## Broadcast Email Policy

### Effective date

### [Full Policy Text](#)

#### Purpose

This Policy establishes procedures related to the appropriate use of Broadcast Electronic Mail (“Broadcast Email”) to University faculty, staff, and students. Broadcast Emails must relate to university business, projects and programs. This Policy is to ensure a high quality standard in email communications, reducing the number of emails distributed across the university and ensuring coordination of email messages so they do not compete for reader attention.

#### Approval

All broadcast emails must be submitted to Public Relations and Marketing Communications (PRMC), the administrative unit responsible for their review, approval and distribution.

Submission Link: <http://commkit.gsu.edu/submit-campus-broadcast/>

Requests for Broadcast Emails should be sent at least seven (7) business days in advance of the preferred distribution date. The request should contain the following information:

1. Preferred release date;
2. Intended audience: “All faculty”, “All staff”, “All students”, etc.
3. Name and email address of the sender of the Broadcast Email
4. Suggested subject line of the Broadcast Email; and
5. The message in plain text or approved HTML template.

Attachments are not allowed in broadcast emails because they strain the system, could allow Viruses and will cause the email to be marked as spam. Embedded links are permitted.

PRMC may edit submissions and shall obtain approval from the sender for significant changes before distributing the Broadcast Email. **PRMC reserves the right not to send a Broadcast Email that is inappropriate or contains information that could be communicated through a different channel.**

#### Approval exceptions

Some designated divisions, offices or units may issue broadcast emails without the approval, review or involvement of Public Relations and Marketing Communications, but their emails will be part of the overall distribution calendar so there are no conflicts or redundancies.

#### College-level approval

For broadcast emails generated at the college level, approval is required by the director of communications for the college and/or dean.

### **Distribution lists**

Recipient lists are based on information in the university's central databases. The university maintains email addresses of students, faculty and staff. Senders may create distribution lists as needed. These lists should include both PantherID and email address if available. Lists can be sent at any point in time, but the email should still be requested in advance.

### **Distribution restrictions**

Public Relations and Marketing Communications reserves the right to limit broadcast emails to university level communications on dates or days when critical university communications will be sent to faculty, staff or students. For example, on a time-sensitive registration deadline date, non-essential student communication will not be allowed.

### **Timing**

University-wide broadcast emails are sent at non-peak times to reduce their impact on the university's network. Emergency messages, or those needing timely distribution because of their importance to the university community, may be sent at any time.

### **Security**

Recipient lists are suppressed in the interest of confidentiality.

**Policy Administration** {all sections mandatory}

### **Responsible Office(s)**

(Office name, campus address, phone number)

Don Hale, Vice President, Public Relations and Marketing Communications

### **Responsible Executive(s):**

**Policy Management** {all sections mandatory}

### **Policy History**

Approval Date:

Approving Body (if applicable):

Administrative Council

**Web Links** {optional}

### **Procedures and forms (url)**

**Additional Information or Resources** {optional}

Georgia State University Information Security Policies

<https://app.gsu.edu/policies/index.cfm?category=187>

Georgia State University Information Tech & Records Policies

<https://app.gsu.edu/policies/index.cfm?category=61>