

THE UNIVERSITY OF SCRANTON

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Approved

POLICY FOR DISTRIBUTING BROADCAST EMAIL

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I. Policy Statement

1. Only recognized University departments or governance bodies can request mass e-mail services. Clubs, organizations and individuals are not eligible to send mass e-mail and should instead direct electronic information requests to Royal News, My.Scranton, Royal Sync, Facebook and other social media.
2. Authorized departments should request mass e-mail only to distribute critical University information concisely (a few paragraphs).
 - Only one message per topic will be sent.
 - Requestors should allow a minimum of one week for approval and processing.

- Requests should not have attachments or should a message be ONLY an attachment.
 - If requests include a link, it is strongly recommended that links be limited to internal University webpages with outside links provided as text only.
- b. Emergency notifications (same day requests) include but are not limited to:
- University-wide cancellations or office closures due to inclement weather
 - Critical incident on campus (e.g. fire or other emergency)
 - Significant University news or announcement

II. Reason for Policy

Non-essential use of broadcast e-mail invokes important concerns and challenges. These include:

- complaints from faculty, staff and students;
- diluting the effectiveness of e-mail as a communication tool for essential information, which might then be viewed as spam;
- degrading system performance;
- occupying valuable staff time to respond to last-

IX. Procedures

1. Authorized departments requesting mass email of critical University information should send messages to the appropriate Mass Email list as