

# MASS MESSAGES POLICY

## Policy:

When submitting broadcast emails, texts and/or phone calls through our email server, Blackboard Connect, Orgsync or any other medium to most or all employees and/or students, the sender of the communication must ensure that they first have permission from their vice president, dean or his/her designee. Receivers of mass communication emails desiring to respond to the email should respond solely to the sender of the message and should not "Reply All" unless it is important for the entire campus community to review their response to the original message.

## Procedure:

### **Time-Sensitive Emergency, Business or General Announcements**

- Sender will forward a copy of the communication to his/her respective division vice president or his/her designee within a reasonable amount of time in advance of the desired posting date to allow for a review and response to the mass email request
  - Senders with an ongoing need to send out mass emails should consult with their vice president or designee about potentially receiving ongoing permission to broadcast messages to campus
- In the event the posting request is denied, the vice president or his/her designee will provide the sender with a written response indicating the reason for the denial
- Upon receiving approval, the sender will forward the communication to the respective email list for distribution

In most instances, mass email communication that is time-sensitive should be limited to situations such as:

- Communication of an important policy, practice or law updates or changes
- Public safety advisories
- Major events on campus that may be disruptive to the normal flow of traffic on campus
- Other messages of high importance to most, if not all, of the campus community

### **Routine or Non-Emergency Announcements (not time-sensitive)**

- Sender will forward a copy of the communication to the Special Assistant to the President for Strategic Communications for inclusion in the E-Newsletter that is distributed to all employees on a weekly basis, or to the Dean of Students and/or Vice Provost for Student Success for inclusion in the E-Newsletter that is distributed to all students on a weekly basis. Senders desiring to send a mass communication via Blackboard Connect must receive permission from their respective vice president prior to the sending of the

communication. When using Blackboard Connect, senders should refrain from sending communications simultaneously via email, phone call and text message, and/or sending multiple communications about the same initiative within the same week. Senders should make all reasonable efforts to send mass communications after 5:00pm in order to avoid unnecessary delays in server traffic and performance due to its attempts to distribute it to large volumes of recipients.

Authority of the Institution:

It is a violation of the Fort Valley State University Ethics Policy to use State resources to send mass messages to all, or nearly all of the systems users unless those messages are business related. The university reserves the right to control broadcasts, to limiting access to people with specific job functions that necessitate their need to be able to send important communications to certain large lists, and, when appropriate, may impose limitations on an employee's ability to send or receive messages to and/or from various lists.

Rationale:

Even when business related, employees should be mindful that when sending a message to all, or nearly all employees and/or students, the message should be relevant for all or nearly all recipients of the communication. Whenever practicable, employees should narrow their messages to the list that reaches the most prudent group of individuals so as to not send mass messages that to some are highly relevant but to many are deemed spam. Indeed, people may decide to opt out of future receipt of communications if they deem them as spam. By opting out, they may then miss critical emergency advisories. If there is a need to reach specific and focused groups of people on a regular basis, you may want to contact our Technology Services Division to start a new e-mail list/group.