Broadcast E-mail Policy

I. Purpose
This policy is designed to ensure appropriate use of broadcast e-mails, also called e-blasts, and provide guidelines for a consistent look and feel for them.

II. Scope
This policy applies to all current employees, faculty and students of Einstein.

III. Policy
Please be aware of the following guidelines so that we can direct and inform the campus community appropriately.

1) You must be a member of the Einstein community to send an e-mail via broadcast@einstein.yu.edu or campuswide@einstein.yu.edu.

2) E-mails sent to broadcast@einstein.yu.edu or to campuswide@einstein.yu.edu must have relevance to all members of the Einstein community related to the e-mail address. If not, the messages should be sent to the appropriate list based on the selection noted in the box below. Messages that do not comply will be rejected.

Broadcast E-mail Lists:

To be sure you are selecting the most appropriate audience for your e-blast, please see the list below. Making sure that you are sending your message to the correct audience will both save time in the overall process and ensure that recipients will take note of your message.

campuswide@einstein.yu.edu (goes to everyone at Einstein, including students)
broadcast@einstein.yu.edu (goes to staff, faculty and postdocs only)
fac-einstein@einstein.yu.edu (goes only to faculty members who have @einstein.yu.edu e-mail addresses)
fac-all@einstein.yu.edu (goes to all Einstein faculty members at Einstein and its affiliates)
fac-affiliate@einstein.yu.edu (goes only to faculty who are located at Einstein-affiliated institutions)
fac-ein-mon-jac@einstein.yu.edu (goes only to faculty located at Einstein, Montefiore and Jacobi)
fac-ein-mon@einstein.yu.edu (goes only to faculty at the Einstein and Montefiore campuses)
fac-basic@einstein.yu.edu (goes only to faculty who are part of the basic science community)

To send messages addressed only to Einstein students, please contact the student affairs office for assistance at osa@einstein.yu.edu.
3) Your message should contain only the text that you wish to go out in the broadcast e-mail. Do not include “Please send this to everyone” or other similar notes. Your message will be returned for resubmission without the extraneous copy.

4) Be sure to include text regarding the subject of your e-blast in the subject line of your message. If no subject is noted, your message will be returned and resubmission will be requested.

5) Be sure to include the Einstein logo at the top of your message, either flush left or centered. Simply copy and paste the logo provided below.

6) Please carefully proofread your message to be sure it conveys information accurately and clearly, and that it doesn’t contain spelling or punctuation errors. Any message containing typos, misspellings, or other mistakes, or that is difficult to understand, will be returned for corrections to be made. Once corrections have been made, you may resubmit the revised e-blast.

7) Broadcast e-mails may not be sent anonymously. At least your name and department (or institute or center name) should appear in the signature. However, if the e-mail you’re sending requires a response, you should also include your e-mail address and/or phone number, since it is not possible for people to auto-reply to you through your broadcast message.

8) Broadcast e-mails cannot include attachments. Please do not send attachments with your e-mail message. They will not appear with your e-blast. All desired content should appear within the body of your e-mail message, followed by your name and department, center, or program. Using a relevant document, such as letter or related program or flyer, you may contact webrunners@einstein.yu.edu to request the creation of a hyperlink. Once you receive the URL from webrunners, you can embed the link within the text and allow readers to view the document within the e-blast.

9) If your message contains an e-mail address or a website address (URL), please test it before submitting your e-blast request to be sure that it is correct and that the link is working. (To do so, press the CTRL key and then click on the link.)

10) Broadcast e-mails may not be used for any commercial purpose, to express a point of view, or to advertise. If you are looking to promote an internal event, such as a seminar, lecture, or student-run activity, please use the academic calendar, accessible through the Einstein website and intranet. Events noted on the academic calendar are automatically included in an e-blast sent out each Friday, listing all events taking place in the coming week. Information about your internal events may also be submitted, with two weeks’ lead time, to...
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karen.gardner@einstein.yu.edu for possible inclusion on the monitors around campus.

11) Please note that e-blasts are not sent out immediately, so they are not suitable for emergency situations. Whenever possible, delivery will be accomplished within 24 hours.

12) Before submitting a notice for broadcast e-mail consideration, please consider whether an e-blast is truly needed for reaching the audience you are targeting. Many people view unsolicited e-mail as “spam” and delete such notices without reading them. Ask yourself whether there may be another medium at Einstein through which you can reach your intended audience. Some other options for internal communications include the flat-screen monitors; the announcement section of Inside Einstein; the academic calendar on the Einstein home page/intranet; and flyers or posters.

A sample broadcast e-mail is shown in the appendix to this document.

IV. Definitions

None.

V. Effective Date

Effective as of 14 March 2018.

VI. Policy Management and Responsibilities

The Responsible Office under this policy is the office of communications and public affairs. The Responsible Executive is the associate dean for administration and finance. The Responsible Officer for this policy is the associate dean, communications and public affairs.

VII. Approved (or Revised)

[Signature]

Responsible Executive

[Date]

Date
Appendix: Sample Broadcast E-mail or “E-Blast”

Dear Einstein Community:

This is where the content of your message goes. Please be sure to review it carefully for typos and correct it before sending the e-blast to be moderated.

Please also make sure that you have inserted hyperlinks to any website or document you may want recipients to view, since attachments are not permitted. (If you need assistance creating a hyperlink of a document you would like recipients to access, please contact webrunners@einstein.yu.edu.

SIGNATURE:
Your Name
Your Title
Your Department