



# Broadcast Email Policy

## I. Purpose

This policy is designed to ensure appropriate use of broadcast emails, 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

The Dean has authority to approve and authorize broadcast emails and may delegate such authority to the Executive Dean, the Associate Dean for Administration and Finance and/or others within the Dean's office as appropriate.

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

- 1) You must be a member of the Einstein community to send an email via [Einstein-Broadcast@einsteinmed.org](mailto:Einstein-Broadcast@einsteinmed.org) or [Einstein-Campuswide@einsteinmed.org](mailto:Einstein-Campuswide@einsteinmed.org).
- 2) Emails sent to [Einstein-Broadcast@einsteinmed.org](mailto:Einstein-Broadcast@einsteinmed.org) or to [Einstein-Campuswide@einsteinmed.org](mailto:Einstein-Campuswide@einsteinmed.org) must have relevance to all members of the Einstein community related to the email 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 Email 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.

- [Einstein-Campuswide@einsteinmed.org](mailto:Einstein-Campuswide@einsteinmed.org) (goes to everyone at Einstein, including students)
- [Einstein-Broadcast@einsteinmed.org](mailto:Einstein-Broadcast@einsteinmed.org) (goes to staff, faculty, and postdocs only)
- [Einstein-Fac-All@einsteinmed.org](mailto:Einstein-Fac-All@einsteinmed.org) (goes to all Einstein faculty members at Einstein and its affiliates)
- [Einstein-Fac-Basic@einsteinmed.org](mailto:Einstein-Fac-Basic@einsteinmed.org) (goes only to faculty who are part of the basic science community)
- [Einstein-Fac-Ein-Mon@einsteinmed.org](mailto:Einstein-Fac-Ein-Mon@einsteinmed.org) (goes only to faculty at the Einstein and Montefiore campuses)
- [Einstein-Fac-Ein-Mon-Jac@einsteinmed.org](mailto:Einstein-Fac-Ein-Mon-Jac@einsteinmed.org) (goes only to faculty located at Einstein, Montefiore, and Jacobi)
- [Einstein-Fac-Einstein@einsteinmed.org](mailto:Einstein-Fac-Einstein@einsteinmed.org) (goes only to faculty who have @einsteinmed.org email addresses)

To send messages addressed only to Einstein students, please contact the student affairs office for assistance at [osa@einsteinmed.org](mailto:osa@einsteinmed.org).

- 3) Your message should contain only the text that you wish to go out in the broadcast email. 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 emails may not be sent anonymously. At least your name and department (or institute or center name) should appear in the signature. However, if the email you're sending requires a response, you should also include your email address and/or phone number, since it is not possible for people to auto-reply to you through your broadcast message.
- 8) Broadcast emails cannot include attachments. Please do not send attachments with your email message. They will not appear with your e-blast. All desired content should appear within the body of your email message, followed by your name and department, center or program. Using a relevant document, such as letter or related program or flyer saved as a PDF file, you may contact [webrunners@einsteinmed.org](mailto:webrunners@einsteinmed.org) 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 email 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 emails 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 and social calendars, accessible through the Einstein website. 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 [information@einsteinmed.org](mailto:information@einsteinmed.org) 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 email consideration, please consider whether an e-blast is truly needed for reaching the audience you are targeting. Many people view unsolicited email 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 or intranet, *Inside Einstein*; the academic or social calendars on the Einstein home page/intranet; and flyers or posters.

A sample broadcast email 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 Dean. The Responsible Officer for this policy is the associate dean, communications and public affairs.

#### **VII. Approved (or Revised)**

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Responsible Executive

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Date

**Appendix: Sample Broadcast Email 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 in creating a hyperlink of a document you would like recipients to access, please contact [webrunners@einsteinmed.org](mailto:webrunners@einsteinmed.org).)

SIGNATURE:

Your Name

Your Title

Your Department