

## University of Aberdeen mass email guidance

### 1. Introduction

The Communications team acts as the moderator of mass emails to ensure that these are not overused or poorly targeted. The aim is to make sure that users do not become fatigued with mass emails, and that important announcements are not missed in the 'noise' of a busy inbox.

A mass email is an email communication sent to a high number of recipients. This includes:

- All staff
- All undergraduate students
- All research postgraduates
- All taught postgraduates
- All honorary staff

All requests for an all staff or all student email should be directed to [communications@abdn.ac.uk](mailto:communications@abdn.ac.uk).

Please note: The Communications team is the moderator for the above groups only. Requests for emails to a specific School or College should be submitted to the appropriate School Administration Officer.

### 2. Criteria for sending an ad hoc all staff and all student email

An all staff or all student email should only be sent in when a message will impact on and/or require action by the majority of recipients. Examples include:

- Appointments
- Key corporate messages of widespread importance to the university as a whole
- Security and safety warnings
- Severe weather issues
- Urgent facilities issues
- IT/communication problems
- Emergencies or major incidents

### 3. Process for issuing an all staff or all student email

Those planning an all staff or all student email are first asked to consider alternative communications channels available such as StaffNet, StaffNet News, message of the day/staff noticeboard, digital screens or local emails.

All requests for an all staff or all student email should be sent to the Communications team. The Communications team may amend the message as required and will send it to the appropriate email group(s) at the appropriate time, and offer advice on additional communications channels to be considered.

### 4. Best practice for drafting mass emails

Those sending messages to any mass email list are asked to consider the following guidelines:

- Make the subject line clear and concise. This will allow personal filtering by subject easier for recipients.
- Attachments can not be included in mass emails as this slows the university's email network. All information should be included within the body of the email or in a web link.
- Make the text of the email as clear and unambiguous and avoid using jargon.
- Keep emails as brief as possible. The more concise the message, the more likely it will have the desired impact and be read by a large number of people.
- Include contact details for those who have questions or require further information.

## 5. Further information

Members of the Communications team are available to advise on the most appropriate and efficient way of distributing information across the university. Contact Gail Cairn, Internal Communications Officer - [gail.cairns@abdn.ac.uk](mailto:gail.cairns@abdn.ac.uk) or [communications@abdn.ac.uk](mailto:communications@abdn.ac.uk).