

SENDING MASS EMAIL AT UCSF



Everyone receives too much email. At the same time, we all have a need to send email as well as to receive information that is important to us. Some individuals are in a role to convey information on a broad level.

To keep mass email effective, it has to become more **targeted** – meaning, professionally relevant to the majority of recipients. Sending messages that are not relevant to thousands of individuals is a waste of their valuable time and erodes the usefulness of broadcast emails (also known as mass emails) as many recipients will filter it and often disregard it altogether.

A campus-wide policy to regulate the flow of broadcast email from within UCSF is being developed. In the meantime, here are some guidelines to best practices:



A. Sending Targeted Mass Email

1. Identify a Distribution List Related to Your Intended Audience and Message

Outlook Lists

A number of ready-made lists are accessible via Outlook that might be a good match for your target audience, alone or in combination. When you access the Global Address Book  in Outlook and type, for instance, "SOM," you will see a long list of SOM distribution lists. If you see one that you think might match your target audience, right-click on the name to verify the list's properties and members.

Listservs

UCSF also has role-based administrative listservs (<http://it.ucsf.edu/services/ucsf-listserv/administrative-listservs-summary-and-access-information>)

These are primarily for central administration use for dissemination of policy and need-to-know information.



Don'ts & Do's

- **Do not** attempt to use school-wide / UCSF-wide mass email lists, unless you know for sure your message is relevant to at least a large majority of recipients.
- **Do not** send reminders. Instead, use other channels to catch people's attention, i.e., flyers, posters, news digests, online groups, social media.
- **Do** proofread your message carefully and have it reviewed by the appropriate authority before sending it. A second message with corrections looks unprofessional and is a nuisance to the recipient.
- **Avoid attachments** (see below)

2. Format of Targeted Mass Email

Sender and subject line should match your content.

- a. **The sender** should be a person or an email address associated with the content of the email.

Example: Mass emails regarding the Clinical & Translational Institute (CTSI) at UCSF are typically sent out from CTSI@ucsf.edu. A typical subject line might read: "CTSI presents: First-ever Clinical/Translational Research Symposium for Residents."

Matching sender, subject line and content enables quicker triage by the recipients.

- b. **Subject lines** should be specific and summarize the content of the email:

Effective subject line:

"Apply for Bridge funding – deadline August 15"

Unclear subject line:

"Only 2 weeks left to submit"

- c. **The content** of the message should be a short, concise summary listing the main points of your message in one or two paragraphs **with a link to your website and/or the campus calendar** for any further details, flyers, images, pdfs, forms, presentations, etc.

Avoid attachments. In most cases, it is better to link to a website or social media.

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