

Title: All Staff/All Student Email Distribution Policy

Policy No:	10.01.2
Responsibility:	Director, Development, Marketing & Communications and Alumni Office Director, Information Technology Services
Date Approved:	17th October, 2013
Approved By:	Communications, Information and Technology Committee (CITC)
Referenced Policy:	10.01.1 USP Corporate Identity Style Guide USP Network and Computer Acceptable-use Policy
Date for next review:	

Description

The *tukutuku* email service or the All Staff/All Student emails by definition are unsolicited emails sent out to large quantity of recipients for the purpose of information dissemination and communication. The All Staff/All Student email distribution lists contain the email addresses of all currently registered University staff members and students respectively.

Purpose

The purpose of this policy is to instruct users on the appropriate use of the All Staff/All Student email system and to provide recommendations on the content of the messages to be sent out in order to reduce recipient complaints, reinforce network security, promote best practice and to make effective and efficient use of the University's resources.

Scope

This policy applies to all staff and students of the University of the South Pacific (USP) with regards to the circulation, use and maintenance of the All Staff/All Student emails. This includes the requestors of the *tukutuku* email service which comprises any approved full-time USP staff from faculties, schools, departments and sections intending to disseminate relevant information via All Staff/All Student emails and the moderator(s) of the *tukutuku* messages. This policy does not apply to individual email-based distribution lists maintained by the faculties, schools or departments or sections.

Guidelines

The following guidelines list the responsibilities of the requestor(s) and the moderator(s) and outlines the procedures on the use of the *tukutuku* email service.

1. Messages sent through the All Staff/All Student email system should directly support the academic, teaching, learning, research, administrative and community service activities of the University. General announcements that require the attention of all University staff and students will be distributed through these lists. The use of the All Staff/All Student emails for purposes other than those directly or indirectly associated with work, study or research activities in pursuance of the objectives of the University will not be allowed.
2. There will be no repeats of any message after it has been sent out. Therefore all messages will only be sent out once unless there is a change in the same message which the staff or students need to be informed about.
3. All emails sent for distribution through the All Staff/All Student distribution lists should be for all staff & students across the faculties and not a subsidiary of it. Staff members are to create their own subsidiary email distribution lists by faculties and schools. Exceptions are those emails related to general courses like UU114 (previously LL114) and other Senate-approved generic courses. Emails for a particular unit or course will not be circulated. Lecturers/tutors are required to generate their own distribution lists in consultation with IT Services. The recipient listing currently available for *tukutuku* messages are:
 - (i) Laucala Campus students;
 - (ii) Laucala Campus staff;
 - (iii) All USP students (includes all campuses); and
 - (iv) All USP staff (includes all campuses).
4. It is important that the requestor keeps in mind the distribution lists available via *tukutuku* (as stated in point 3) when a message is sent to *tukutuku*. All messages that are not intended for the recipients of the distribution lists available via *tukutuku* will not be sent out.
5. All messages are to be formatted properly before it is sent to *tukutuku*. The moderator will not be responsible for formatting any message sent to *tukutuku*. Messages are to be in standard style that is: font size to be 12pt, headings to be in bold and font type to be used is Times New Roman. This is to standardize the messages sent out through the All Staff/All Student emails.
6. It is the requestor's responsibility to ensure that their message is formatted as follows:
 - (i) Messages should be brief, self-explanatory, clear and concise;
 - (ii) Messages should not contain grammatical and spelling errors;
 - (iii) Notices should not exceed 250 words;
 - (iv) The moderator will not accept any email attachments. Requestors should type the message directly into the body of the email;
 - (v) If more details need to be provided, then the messages should include links to internal pages on the USP website which will provide the additional information.
 - (vi) External links to personal website, blogs, facebook, etc should be avoided at all times.

- (vii) If external links are to be included then those web page links need to be verified. General external web sites that do not meet the purpose of the All Staff/All Student email distribution if they contain, suggest, or infer any of the following:
- Advocacy of or opposition to any politically, environmentally, or socially controversial subjects, issues, or candidates.
 - Disparaging or promoting any person or class of persons.
 - External content not suitable for readers or viewers of all ages, or links to or other promotion of businesses whose products or services are not suitable for persons of all ages.
 - Promoting or inciting illegal, violent, or socially undesirable conduct.
 - Promotion or availability of alcohol or tobacco products or illegal drugs.
 - Promotion or availability of adult or sexually-oriented entertainment or pornographic materials.
 - Promotion or availability of gambling practices or the use of weapons.
 - Claims of efficacy, suitability, desirability, or other non-objective statements about businesses, products, or services.
 - Content that infringes on any trademark, copyright, or patent rights of another.
 - Claims or representations of violation in advertising or consumer protection laws.
 - Content that does not maintain the dignity and decorum appropriate for government.

(viii) The target audience of the message must be identified by the requestor in his or her message before it is sent to *tukutuku*. For example: Laucala Campus staff only or all staff or Laucala Campus students only or all students etc. If the recipient(s) of the message are not identified by the requestor, then the moderator may refuse to send the message out.

7. The University or the *tukutuku* moderator will not be liable of any misinterpretation or misunderstanding of the message. The moderator will not be responsible for any grammatical or spelling errors in the message once it has been sent out. The requestors are to ensure that their messages are free of any errors before it is sent to *tukutuku* for distribution.
8. All Staff/All Student messages will only be sent **once a day at 12noon**. This is to minimize congestion on the USP network. Staff are advised to prepare emails in advance and to keep in mind the above distribution time to ensure their information is disseminated in a timely fashion. Messages will not be accommodated at other times. Only urgent emails will be sent immediately after being assessed and deemed urgent.
9. All Staff/All Student messages are deemed University property. The University has the right to monitor the All-staff/All-student distribution lists to ensure its effective and appropriate use. Any dissemination of the message outside the University with the intent to discredit the University is liable for disciplinary measures.
10. The *tukutuku* moderator has the right to refuse to distribute any message that it deems as inappropriate or irrelevant or not in accordance with the guidelines set out in this policy. A notice will be sent to the requestor with appropriate reasoning for not sending the email.

11. Distribution of email through the All Staff/All Student lists must be sent by USP staff members only and has to be approved by the Section/School Heads/Deans/SMT or as approved by the Vice-Chancellor. Selected staff members have the privilege to moderate any message before allowing it to be sent out using the All Staff/All Student distribution lists.
12. All-staff and student sent by the University on natural disaster warnings and critical service outages (e.g. water, power) are considered formal USP notices to which all users will comply.
13. No advertisements or personal matters will be allowed. This includes:
 - (i) Complaints of missing items;
 - (ii) Commercial advertising for merchants or service providers external to the University, except for notices of services and discounts arranged for members of the USP community by the University;
 - (iii) Solicitations for contributions, charities, or participation in personal activities not related to university purposes or not sponsored by the University; and
 - (iv) Solicitations for non-University businesses operated by University staff.
14. It should be recognized that the All Staff/All Student emails should not be used as the only mechanism for distribution if every staff and student must be contacted. Staff and students may choose to read the official information sent through the emails on their own prerogative and relevance. The requestors can have their notices displayed on the USP homepage as announcements if it falls under the categories listed under events (refer to the last part of policy). In this regard, messages sent to the All Staff/All Student account can only be requested to be disseminated once. Requestors must ensure that this is observed in consideration of the recipients and likely congestion of their inboxes.
15. Requestors are responsible for all replies, responses, and complaints relating to their message once it has been sent out. It is therefore important that the requestors provide suitable contact details for recipients in the message itself. The moderator will not forward any emails to the requestor or respond to any queries of the recipients.

Maintenance

The all staff list is automatically updated when a new staff member's account is created and deleted when a staff member leaves the University. The all student list is automatically created at the beginning of the year, and deleted at the end of the year.

No staff or student can request for removal from the list since *tukutuku* messages are essential in information dissemination and communication.

- a) It will be the responsibility of the Director IT Services to nominate two staff members who will be responsible for maintaining and updating the All Staff/All Student emails distribution lists.
- b) Apart from the nominated staff members, only the Vice-Chancellor and the Deputy Vice-Chancellors will be able to distribute email to all staff without moderation.

- c) The policy is regularly updated by the Marketing and Communications Team in consultations with IT Services. The Tukutuku Committee is overseen by the Director Development, Marketing, Communications and Alumni and members include:
- ITS staff (as nominated by Director ITS)
 - Manager Marketing & Communications
 - Marketing & Events Coordinator
 - Media and PR Coordinator
 - Tukutuku moderator

Events

All events that fall into the following category can be posted online via the USP homepage 'announcements' link.

- Public lectures
- Conferences
- Symposiums
- Workshops
- AGM or other meetings

Contact

If you have any queries or concerns regarding this policy, or would like to report a policy violation, please contact the Development, Marketing and Communications Office on 323 2707 / 323 2039 or email: tukutuku@usp.ac.fj