

UNIVERSITY COLLEGE CORK

Bulk Email Standards

9/2/2013



Document Location

<http://www.ucc.ie/en/it-policies/standards>

Revision History

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Approval

This document requires the following approvals:

| Name | Title | Date |
|-------------|--|-------------|
| ISMT-S | Information Services Management Team | 15/01/2013 |
| IS&ER | Information Services and Educational Resources committee | 12/02/2013 |
| OCLA | | 10/1/2013 |
| | | |

This email standard will be reviewed on a periodic basis.

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1 Purpose

The purpose of this document is to provide rules and guidance to University College Cork Staff on the acceptable usage of University bulk email facilities (such as AllExchangeUsers).

All UCC staff are entitled to use email bulk distribution lists (such as *AllExchangeUsers*). These lists have proven a very useful mechanism for distributing information and have provided a valuable forum for discussion within the University. It is recognized that the more the list is self-regulated, the more effective it will be, leading to fewer unsolicited emails received by all users of the email system. To achieve this, it is important that everyone adheres to the Acceptable Usage Policy when using bulk email; the following standards are offered as a more detailed description of what is defined acceptable usage of bulk email lists. These standards are set out below for the purposes of informing all users of the system what is appropriate and what is inappropriate.

2 Roles and responsibilities

2.1 Role of End Users

- To comply with the standards and rules set out in this email standards document.
- To advise dewg@ucc.ie about a breach of IT policies
- To comply with all University College Cork Acceptable Usage Policy and all IT Policies and supporting standards and procedures.

2.2 Role of the IT Director

- In circumstances where there is reason to suspect that this AUP is being breached to monitor suspected activity
- To inform the Office of Corporate and Legal Affairs and the Department of Human Resources of any breach of the standards set out here.

2.3 Role of the Corporate Secretary/ HR Director

- Where it is appropriate, to follow up on breaches of this standard in accordance with the University's Disciplinary procedures.

2.4 Digital Estate Working Group

- To assess incidents/policy breaches and to agree the next steps.
- To escalate more serious issues where appropriate.
- To manage any operational risk to the university, from breaches of approved IT policies.

2.5 Digital Estate Working Group Steering

To act as an escalation point for serious incidents or breaches of policy, examples of these include

- Incidents that may result in disciplinary action against staff or students.
- Incidents that may result in the invocation of the university emergency response plan.
- Incidents that may result in a legal action or where there are clear legal implications.
- Incidents that may warrant a communication plan for internal or external stakeholders.

Office of Corporate and Legal Affairs (**OCLA**) will sit on the Steering Group and will offer advice on the legal implications for actions of the Digital Estate Working Group.

2.6 Head of Department

Will take appropriate action on disciplinary issues as notified to them by staff or will liaise with other heads of departments/HR on complaints notified to them about other staff members.

2.7 HR Department

Will manage issues affecting staff through the university's approved procedures. Once an issue is escalated to HR, they will manage any further communications with the staff member involved.

2.8 Head of Student Experience

Will manage issues affecting students via the approved student disciplinary procedure. When an issue is escalated to the Head of Student Experience, he will manage any further communications with the individuals involved.

3 Scope

This standard applies to all those who wish to send bulk email to staff in UCC, including formal email lists.

4 Rules of using Bulk email within University College Cork

1. Users must comply with the [UCC Acceptable Use Policy](#). In particular users must not send emails to the list which are obscene, abusive or threatening.
2. Users should be courteous and should show tolerance towards other users of the list.
3. Users should be mindful of the fact that any messages will be widely published. Therefore users are expected to exercise restraint when voicing controversial opinions. In particular they must:
 - a. respect the variety of cultures and beliefs that are likely to be represented across such a large audience;
 - b. ensure that any messages they send cannot be construed as being in any way defamatory (for information on defamatory statements please contact the Office of Corporate and Legal Affairs);
 - c. ensure that they do not damage the reputation of the University or undermine its overall mission;
 - d. Take care not to forward emails that were intended only for them to bulk distribution list, such as AllExchangeUsers.
4. Users should take care to minimise the negative impact or disruption on other users of the email system. For this reason:
 - a. forthcoming events should be publicised using the Events Calendar at <http://www.ucc.ie/en/about/submit/>, not on the mailing lists;
 - b. chain letters/emails of any sort should not be sent.
 - c. there must be no third-party commercial advertising using UCC email lists, unless authorised in advance by OCLA, HR or the Head of Student experience;
 - d. messages originating elsewhere in a private capacity must not be forwarded to the lists without the permission of the original sender;
 - e. only material in keeping with the purpose of the lists should be sent and, in particular, should not include messages for which other dedicated services are provided;
 - f. a user should consider:
 - Whether the message they wish to send is being addressed to the correct list; and
 - Whether a reply to a message would be of general interest to the list or of interest only to the individual who sent the message. The reply should be addressed accordingly.

5. Some lists are for official announcements only (e.g. *AllStaff*, *AllAcademicDeptUser* or *AllAdminDeptUsers*). These lists will be used for formal communication from designated University offices to staff. Permission to send to these lists will be restricted and authorisation will be granted by members of UMTS on request. Replies to this type of message must not be sent to the whole list. All formal University business will use these lists.
6. Messages must be kept as short as possible and must contain only text.
 - Images, logos, 'watermark' backgrounds, etc. are not permitted since they greatly increase the size of a message and therefore significantly reduce the space available in each user's mailbox;
 - emails to the list must not include any attachments. Where there is a need to provide staff with copies of reports, forms etc., these should be made available on the web and a link to the document included in the message;
 - The "recall this message" function only applies to other users of Outlook on the UCC Exchange server, it has no effect on messages sent to other users especially those outside UCC.
7. In general, messages should be sent only once. Exceptionally, official reminders and security/safety related messages may be repeated.
8. The University provides a calendar on the UCC website to promote events, <http://www.ucc.ie/en/about/submit/>. This should be used as the primary means of publishing your events.

5 Further Information

- Users can now unsubscribe from many of these lists, if they wish, by contacting the [IT Helpdesk](#). For example, staff can now unsubscribe from *AllExchangeUsers* without the risk of missing out on any formal University business communications, due to the fact that *AllStaff* list will be used for formal University business (cf point 6 above).
- Filtering unwanted message categories

If you don't want to see certain categories, you can use the tags to set up a normal message filter to move them to wherever you want:

- for Outlook, see the details at <http://www.ucc.ie/en/antivirus/spam/filter/>
- for Thunderbird, see the details at <http://publish.ucc.ie/doc/mailltips?sectoc=7>

5.1 Breach of This Policy

On receipt of notice (or where the University otherwise becomes aware) of any suspected breach of this standard, the University reserves the right to suspend a user's access to the University's systems. In addition, if a serious breach of this policy is observed, disciplinary action up to and including dismissal (in the case of staff), contract termination (in the case of third parties) may be taken in accordance with the University's disciplinary procedures for staff as appropriate.

5.2 Revisions to Standard

The University reserves the right at any time to revise the terms of this standard, the latest copy of which will be placed in the IT policies section of the UCC website (<http://www.ucc.ie/en/it-policies/>). By continuing to use UCC IT systems following such updates you will be deemed to have accepted the revised terms of this Standard.

If you have any queries in relation to this policy, please contact:

Director of IT Services

University College Cork

Tel: 021 4902215

Email: it_director@ucc.ie