Introduction to Broadcast Email

RESPONSIBLE OFFICE
Information Services and Technology

Introduction

A Broadcast Email Message has the following characteristics:

- It is an email message sent by individuals, organizations and departments within Boston University to other members of the University community, including alumni and parents of current or former BU students.
- In general, the target population is a group selected on the basis of one or more shared characteristics, e.g., all freshmen, the undergraduates within a college, or all faculty and staff.
- The target population is typically large, commonly numbering at least in the hundreds.

Specific guidelines oversee the Broadcast Email process, as outlined in these pages.

This Document is available at: http://www.bu.edu/policies/introduction-to-broadcast-email/
Broadcast Email Policy
 Broadcast Email Formatting and Sending
 Target Constituencies and Required Written Approvals

END OF POLICY TEXT

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