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.
Broadcast Email Policy
Broadcast Email Formatting and Sending
Target Constituencies and Required Written Approvals

Categories: Information Management