**Everyone on Exchange Email Guidelines**

Having the ability to send an email to all ARC employees is a privilege. With that privilege comes responsibility, as inappropriate use of the “Everyone on Exchange” distribution list can have negative impacts on the campus community.

Careful and strategic use of the exchange can improve employee productivity and enhance the college’s ability to deliver critical messages in a timely manner. Mass email is appropriate for information that impacts the majority of employees, is critical and/or time-sensitive, and meets one or more of the following standards:

* Provides information essential to the operation or execution of college business
* Notifies the campus community about changes in governance, policy, and/or practice
* Communicates important information from the president or other college senior leadership
* Alerts the campus community to situations related to health and safety

Inappropriate use of the exchange includes, but is not limited to:

* Messages that are counter to the college’s mission and core values
* Messages that are personal in nature
* Messages that are commercial in nature - with the exception of those messages that are in support of college business and are approved by the president or other college senior leadership

To promote operational efficiency and network security, the following guidelines govern internal mass email:

* It is required that senders use the BCC line when sending an email to the exchange; this limits the potential of inadvertent “reply to all” messages
* A mass email message should be self-explanatory, clear and concise; if there is a need to convey more information, the sender should link to an ARC/Los Rios webpage or seek other communication channels
* There should be a succinct subject line that conveys the email’s purpose
* Senders should provide a link or contact information about where people may ask questions or get more information
* Avoid hyperlinks to third-party websites
* Avoid sending frequent or repeated messages; follow-up messages or reminders should seek other communication channels, with the exception of emergency communications
* Collaborate with others at the college to avoid redundancy and reduce the number of messages sent
* Attachments are to be discouraged
* Avoid acronyms and jargon; do not use acronyms on first reference in the body of a message
* Check spelling and grammar
* Avoid sending mass emails at the end of the day or on Friday afternoons to prevent the message from getting “lost” during non-work hours

There may be potential consequences for those who do not follow these guidelines. These consequences can be individual or community-wide, depending on the nature of the situation. The college will need to develop specifics on what those potential consequences might be.