

## GUIDELINES FOR SENDING EMAILS TO MULTIPLE RECIPIENTS

When preparing to send an email campus-wide there are certain procedures that need to be followed. First is to decide if an individual campus-wide mailing is necessary; we have the **eSU News** and **Campus Bulletin Digest** in place, in large part, to reduce the number of individual campus-wide emails. The **eSU News** can be accessed by emailing Christine Smith ([cbsmith@salisbury.edu](mailto:cbsmith@salisbury.edu)) and is reserved for University related mailings. The **Campus Bulletin Digest** is a more open forum.

Campus-wide mailings should be targeted only to the pre-created groups to which they apply. The messages should be related to University business only, and should be something of interest to the majority of the groups to which they are sent. Campus-wide emails have an impact on our email system. To keep this impact as small as possible, always follow the following guidelines.

### LIMIT THE NUMBER OF RECIPIENTS

Outlook limits the number of individual email addresses that can be emailed in a single message to 100 recipients (99 individual recipients plus the sender). This count includes individual addresses contained within any Contact Groups or Distribution Lists you may have created. (For example, a contact group with 20 members counts as 20 email addresses when sending).

The **Global Address Book** has some ways to assist with this. There are a number of pre-created groups and class lists in the **Global Address Book** that contain multiple addresses. These groups and class lists count as one address each. However, you are limited to a maximum of 35 groups or class lists in your email.

### NO RESENDS – PROOFREAD

There should be no resending or "corrections" email to follow your original email. Your email will be seen by many people, so put in the time up front to proofread and get the information correct on the first mailing. When you think your message is ready to send, have a co-worker proofread it – they may spot something you missed.

### PLACE THE ADDRESSES IN THE BCC FIELD

The pre-created address groups should always be in the BCC field. This keeps those lists hidden and also prevents "Reply to All" from going to the entire mailing again. If you don't see the BCC field in your email, click the **Options** tab, and then click **BCC** in the **Show Fields** group.

### NO HIGH-PRIORITY

Keep messages normal priority to prevent strain on the email system.

### NO ATTACHMENTS – KEEP THE EMAIL SMALL

The email should be text only, and should not contain images or graphics. A URL, or web address, directing the reader to graphics on the Web may be included in the body of the email. The email must not include attachments. A link directing the reader to the Web for additional information/ forms should be used instead. This can be placed on your departmental website or in your P drive htdocs folder. Microsoft Outlook has a 20 MB size limit for total mail message size (mail message + attachments). Office 365 has a 25 to 35 MB size limit for total mail message size (mail message + attachment).

### DON'T BE ANONYMOUS

If you are sending email from a proxy account, or generic email, always include your name. If you are writing the email, take credit for it, and also responsibility. Don't hide behind an anonymous name.

Finally, remember that all email, and all computer use in general, is guided by the Acceptable Use Policy (AUP). In addition to the guidelines above, the AUP also applies.

### DON'T USE TRACKING

Requesting **Delivery** or **Read Receipts** is entirely dependent upon the recipient complying with your request. If they choose, they can refuse to send the receipt and you will get no confirmation of delivery or if the email was read. Because Outlook does not force compliance with the tracking request, it is not recommended that you use the Tracking options when sending to groups.