



MASS ELECTRONIC MAILING AND INSTANT MESSAGING STANDARD

Scope:

The Mass Electronic Mailing Standard establishes appropriate use of the KSU Today mailing service as a means for communicating with all faculty & staff at Kennesaw State University (KSU). For the purpose of this standard, mass electronic mailing should be considered any unsolicited electronic mailing in which the message is sent to members of the University community using University-approved methods.

The KSU Today service is a replacement for mass electronic mailings via the address book, as used in the past, and significantly reduces the volume and mass of unsolicited email at KSU. The KSU Today service requires authenticated posting, eliminates “reply to all” looping issues, and has additional functionality not available via traditional mass electronic mailings.

This standard does not apply to individual email-based distributions, discussion groups such as listservs, or time-sensitive campus emergency notices such as security alerts.

Standard:

The use of both the KSU Today mailing service, Microsoft (formerly Office) 365 email system, and instant messaging system must comply with applicable University policies and standards.

With the deployment of the KSU Today and Student Inform services, bulk emailing of faculty, staff, and students may only be used to send communications associated with the normal course of business and which usually require some official action be taken individually by recipients. Such uses include, but are not limited to:

- Dissemination of urgent information regarding health and safety concerns for students and University employees.
- Communication of information regarding changes of University policies, procedures, or actions that affect employment or compensation status, or status as a student.

- Regular communications (for example, to University employees) that are required by law, regulation, or University policy.

The use of KSU Today or Student Inform is encouraged for those messages which are informational in nature. This includes event notifications, which should also be posted to the official campus calendar. Additional message types include:

- Any message whose content is not relevant to KSU's mission of teaching, research, and public service
- Club or group information

The copying or “scraping” of the entire Microsoft 365 email address book, from any system or site, to distribute electronic mail to all faculty, staff, and/or students at KSU, is explicitly considered an abuse of the system.

External Documents and Links:

- [Email Usage Policy](#)
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Review Schedule:

The Mass Electronic Mailing Standard will be reviewed annually by the Office of the Vice President of Information Technology and Chief Information Officer or his/her designee.

Issue Date	July 15, 2010
Effective Date	February 1, 2018
Last Updated	June 1, 2022
Responsible Office	Office of the Vice President of Information Technology and Chief Information Officer
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