# 1700.120 EMAIL DISTRIBUTION LIST USE PROCEDURE

## A. PURPOSE

The purpose of this procedure is to ensure that all college email users adhere to appropriate email etiquette when sending messages to large distribution lists. The objective of email moderation of large distribution lists is to manage the flow and appropriate content of emailed information. By following these guidelines, we can maintain effective communication, prevent unnecessary clutter, and enhance the overall productivity and professionalism of our organization.

## B. USE OF DISTRIBUTION LISTS

### 1. **Relevant Content:** Distribution lists should only be used when the message is relevant and of interest to the majority of recipients in the list. Consider whether your message is necessary for most recipients before sending it to a distribution list.

### 2. **Blind Carbon Copy (BCC) Usage:** Use the BCC field to protect the privacy of recipients and prevent "reply all" storms.

### 3. **Audience Identification:** All emails will include a “sent to” statement. For example: “This email was sent to All District” or "To all district.”

### 4. **Accessibility:** All communications will follow the [accessibility requirements](https://www.wvc.edu/accessibility) as outlined [here](https://www.wvc.edu/accessibility).

## C. EMAIL MODERATION

### 1. **Moderation Purpose:** The college will implement email moderation for large distribution lists to manage the flow of information and ensure that only appropriate content is shared with the recipients.

### 2. **Moderation Team:** A dedicated team or individuals assigned by the president’s cabinet will be responsible for moderating emails sent to the distribution list. This team will review and approve messages to ensure they meet the guidelines outlined in this procedure.

### 3. **Approval Process:** Employees who wish to send an email to the large distribution list such as All Campus – Omak, All Campus – Wenatchee, All District, or other lists as identified by the president’s cabinet, will not have the messages released until a moderator can approve them. The moderation team will review the content for relevance, clarity, and adherence to email etiquette guidelines before approving the email for distribution.

### 4. **Timely Review:** The moderation team will strive to review and approve or reject emails in a timely manner to avoid unnecessary delays in communication. However, employees should submit their messages well in advance to account for any potential review process.

### 5. **Moderation Exemption:** Certain departments or individuals will be exempt from moderation due to the necessity for quick or urgent communication. The list of exempt departments or individuals will be managed by the president’s cabinet and will include but not be limited to technology, facilities, cabinet members, human resources and community relations.

## D. CLEAR AND CONCISE COMMUNICATION

### 1. **Subject Line:** Use clear and descriptive subject lines that summarize the content of your email. This helps recipients quickly understand the purpose of the message and prioritize their inbox effectively.

### 2. **Relevant Content:** Ensure that the content of your email is relevant to the distribution list and aligns with the purpose for which it was created. Avoid sharing unrelated or off-topic information that might confuse or frustrate recipients.

### 3. **Summarize and Highlight:** For lengthy emails, consider including a concise summary at the beginning of the message to provide recipients with a quick overview. Use bullet points, headings, or bold text to highlight important information and make the content scannable.

## E. PROFESSIONAL TONE AND LANGUAGE

### 1. **Politeness and Respect:** Maintain a professional tone and use courteous language when addressing recipients. Avoid sarcasm, offensive remarks, or any form of harassment. Treat all recipients with respect and adhere to our organization's code of conduct.

### 2. **Avoid Excessive Capitalization:** Writing in all capital letters can be interpreted as shouting or aggressive behavior. Use capitalization appropriately and sparingly to emphasize specific words or phrases.

## F. ATTACHMENTS

### 1. **Attached Files:** Use of attachments should be discouraged. Links to accessible files stored in SharePoint will be encouraged. Attachments can cause delivery issues or consume excessive storage space in recipients' mailboxes. Whenever possible, provide links instead.

## G. COMPLIANCE WITH LEGAL AND ORGANIZATIONAL POLICIES

### 1. **Confidentiality:** Respect confidentiality, privacy standards, and FERPA compliance when communicating through email. Information of a sensitive or confidential nature will not be allowed to be shared on large distribution lists unless explicitly authorized to do so.

### 2. **Compliance with Policies:** Adhere to all relevant organizational policies, including those related to information security, data protection, and acceptable use of technology resources.

## H. EVENTS

### 1. **Event Announcement:** The college will provide an email address for event announcements. Event information provided to this email address by noon on a given business day will be consolidated and delivered to the appropriate distribution list. by 7 a.m. the next business day Standalone event announcements will be moderated.

## I. REGULAR TRAINING AND UPDATES

The organization will provide access to Microsoft’s Best Practices for Email Etiquette, including specific guidance on the use of large distribution lists and email moderation. Updates to this procedure will be communicated promptly to ensure continued compliance.

## J. ENFORCEMENT

Failure to comply with this procedure for large distribution groups, including adherence to email moderation procedures, will result in denial of access to the distribution list and could result in disciplinary actions in accordance with our code of conduct.

Approved by the president’s cabinet: 10/3/23

Last reviewed: 10/3/23

Policy contact: Technology & Community Relations

Related policies and procedures

 700.100 [Electronic Information Resources Policy](https://www.wvc.edu/humanresources/policies-procedures/700-technology/700.100-electronic-resources.html)

 700.110 [Electronic Messaging Policy](https://www.wvc.edu/humanresources/policies-procedures/700-technology/700.110-electronic-messaging.html)

 700.115 [Email Retention Policy](https://www.wvc.edu/humanresources/policies-procedures/700-technology/700.115-email-retention.html)

 700.125 [Acceptable and Ethical Use Policy](https://www.wvc.edu/humanresources/policies-procedures/700-technology/700.120-email-distribution-list.use.html)

 1700.120 [Email Distribution List Use Policy](https://www.wvc.edu/humanresources/policies-procedures/700-technology/700.120-email-distribution-list.use.html)