



Albert Einstein College of Medicine

Broadcast Email Policy

I. Purpose

This Policy is designed to ensure appropriate use of broadcast emails, also called e-blasts, and provide guidelines for a consistent look and feel for them.

II. Scope

This Policy applies to all current employees, faculty, post-doctoral researchers, and students of Einstein.

III. Policy

The Dean has authority to approve and authorize broadcast emails and may delegate such authority to the Executive Dean, the Associate Dean for Administration and Finance, and/or others within the Dean’s office as appropriate. Please be aware of the following so that we can direct and inform the campus community appropriately.

- 1) You must be a member of the Einstein community or Montefiore leadership to send a broadcast email.
- 2) Emails sent to Einstein-Broadcast@einsteinmed.edu (to staff, faculty, and postdocs only) or to Einstein-Campuswide@einsteinmed.edu (everyone at Einstein, including students) must have relevance to all members of the Einstein community related to the email address. If not, the messages should be sent to an appropriate list based on the selection noted in the box below. Messages that do not comply will be rejected.

Other Einstein E-blast Distribution Lists:

To be certain you are selecting the most appropriate audience for your e-blast, please see the list below. Making sure that you are sending your message to the correct audience will both save time in the overall process and ensure that recipients will take note of your message. For guidance, contact Communications and Public Affairs.

Distribution List Address	Audience (updated daily)
einstein-staff@einsteinmed.edu	All Einstein staff who are active in Banner
einstein-faculty@einsteinmed.edu	All Einstein faculty who are active in Banner
einstein-student@einsteinmed.edu	All Einstein students who are active in Banner
einstein-all@einsteinmed.edu	Einstein-Staff, Einstein-Faculty, Einstein-Student (from Banner), Einstein-Basic Science Chairs, Einstein-Clinical Chairs, and Einstein-Campuswide-Additional (Montefiore leadership)
Einstein-Fac-All@einsteinmed.edu	All Einstein faculty members at Einstein and its affiliates from Faculty Records
Einstein-Fac-Basic@einsteinmed.edu	Only faculty who are part of the basic science community from Faculty Records
Einstein-Fac-Ein-Mon@einsteinmed.edu	Only faculty paid by either Einstein or Montefiore from Faculty Records
Einstein-Fac-Ein-Mon-Jac@einsteinmed.edu	Only faculty paid by Einstein, Montefiore, or Jacobi from Faculty Records
Einstein-Fac-Einstein@einsteinmed.edu	Only faculty who are paid by Einstein from Faculty Records

- 1) Broadcast emails may not be sent anonymously. At least your name and department (or institute or center name) should appear in the signature. However, if the email you're sending requires a response, you should also include your email address and/or phone number, since it is not possible for people to auto-reply to you through a broadcast message.
- 2) Broadcast emails may also be sent from designated department addresses. Such e-blasts will be managed by pre-approved individuals in each department. See your department administrator for assistance.
- 3) Your message should contain only the text that you wish to appear in the broadcast email. Do not include "Please send this to everyone" or other similar notes. Your message will be returned for resubmission without the extraneous copy. Please see the example below.
- 4) Be sure to include text regarding the subject of your e-blast in the subject line of your message. If no subject is noted, your message will be returned, and resubmission will be required. Helpful hint: Keep the subject line short and make it aptly descriptive.
- 5) Be sure to include the Einstein logo at the top of your message, either flush left or centered. Simply copy and paste one of the two logos provided below.



Montefiore

- 6) Please carefully proofread your message to be sure it conveys information accurately and clearly, and that it doesn't contain spelling or punctuation errors. Any message containing typos, misspellings or other mistakes, or that is difficult to understand, will be returned for corrections to be made. Once corrections have been made, you may resubmit the revised e-blast.
- 7) Broadcast emails cannot include attachments. Please do not send attachments with your email message. They will not appear with your e-blast. All desired content should appear within the body of your email message, followed by your name and department, center, or program. Using a relevant document, such as letter or related program or flyer saved as a PDF file, you may contact webrunners@einsteinmed.edu to request the creation of a hyperlink. Once you receive the URL from WebRunners, you can embed the link within the text and allow readers to view the document within the e-blast.
- 8) Be sure that any hyperlinks follows Einstein's [Poster and Flyer Policy](#), which requires use of proper logos and correct naming and spelling of campus locations. Also see the Branding Zone regarding approved logos.
- 9) If your message contains an email address or a website address (URL), please test it before submitting your e-blast request to be sure that it is correct and that the link is working. (To do so, press the CTRL key and then click on the link.) Your recipients must be able to access and trust any links embedded in your message
- 10) Broadcast emails may not be used for any commercial purpose, to express a point of view, or to advertise.
- 11) Information about your internal events may be submitted, with two weeks' lead-time, to

karen.gardner@einsteinmed.edu for possible inclusion on the monitors around campus. (See our [E-screens Policy](#) for full details about what is permitted.)

- 12) Please note that e-blasts may not be sent out immediately, so they are not suitable for emergency situations. Whenever possible, however, delivery will be accomplished within 24 hours.
- 13) Before submitting a notice for broadcast email consideration, please assess whether an e-blast is truly needed for reaching the audience you are targeting. Many people view unsolicited email as “spam” and delete such notices without reading them. Ask yourself whether any other medium at Einstein through which you can reach your intended audience would be more appropriate or sufficient. Some other options for internal communications include the campus monitors; the announcement section of our intranet, *Inside Einstein*; the on-line calendar; and flyers or posters.

A sample broadcast email is in the appendix to this document. Please be sure to follow this format when preparing your e-blast.

IV. Definitions

None.

V. Effective Date

Effective as of: 30 June 2021

VI. Policy Management and Responsibilities

The Responsible Office under this Policy is the Office of Communications and Public Affairs. The Responsible Executive is the Dean. The Responsible Officer for this Policy is the Associate Dean, Communications and Public Affairs.

VII. Approved (or Revised)



Responsible Executive

8/9/21

Date

Appendix: Sample Broadcast Email or “E-Blast”

Subject: [noted in subject line of email] *Example of E-blast Format/Appearance*



Dear Einstein Community:

This is where the content of your message goes. Please be sure to review it carefully for typos and correct it before sending the e-blast to be moderated.

Please also make sure that you have inserted [hyperlinks](#) to any website or document you may want recipients to view, since attachments are not permitted. (If you need assistance in creating a hyperlink of a document you would like recipients to access, please contact webrunners@einsteinmed.edu. Also be sure to note an appropriate Subject for your notice, as exemplified above.

SIGNATURE:

Your Name

Your Title

Your Department