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|  **MASS EMAIL COMMUNICATION DIRECTIVE****What is Mass Email?**Milwaukee County has the capability to select and distribute information to a large number of employees and stakeholders through mass email messaging (email blasts).  A mass email is an email message sent to a large distribution of recipients with the sole intent to communicate to employees, contractors and County business partners important information regarding County related business.  Messages impacted by this directive are defined as any message that will be of credible interest to amajority of County email recipients. **Mass Email Content**I. Formal County Business Related Communication A mass email message should contain County related business such as:* ​Announcements from County Administration (Leadership Memos, Budgetary, Health Benefits, etc.)
* Announcements of disruption or changes in services (Power, Network Outages, System Outages, etc.)
* Announcements of official County-wide administrative policies or changes in policies
* Other items as deemed appropriate

II. Less Formal Communication and County Related ActivitiesThere are times when, less formal County-wide communication is acceptable. This type of communication consists of:* Announcements of County-wide events (ex: annual County Kickball Tournament, County Sponsored Walk/Run, Holiday Tree Lighting, etc.)
* Announcement of Department sponsored events (ex: Zoo A la Carte, Fall Golf Specials, etc.)
* Announcement of Department of County fundraising efforts (ex: St Ann’s Jewelry Sale, Bake Potato Sale for United Way, etc.)

**Frequency, Approvals and Submission**1. All mass email message requests should be sent to IMSD via the Service Desk
2. E-mail critical in nature and time sensitive will be distributed as required
3. A communication from any Department that is considered informal must be reviewed and approved by the Department head or their designee before submission. It must include proper grammar and punctuation.
4. Informal email should include;
	1. The issue or event being communicated
	2. If relevant, the date, time and place of event being communicated
	3. A “headline” with the name of the event or issue
	4. A "cut-line" that describes in a sentence or two what is being communicated
	5. If relevant, a web link to where people can find more information
	6. The intended audience.
	7. Example. If the HR Department wants to promote that they are selling candy bars to raise money for the United Way their email to the Service Desk would look like this:
		* Subject line: “What’s Up” Submission
		* Headline: Candy Bar’s for Charity!
		* Cut-line: The HR Department is selling candy bars to raise money for the United Way. Each candy bar is $1 and there are a lot of different brands to choose from. The candy bars will be for sale in room 203 from November 1 – November 7th. Come by during normal business hours and please bring cash, not check or credit cards accepted.
5. Informal E-mail will be condensed into one communication and distributed on the Friday of each week. The communication must be submitted to the Service Desk no later than **5pm the prior Tuesday**, in order to be included in a Friday e-mail blast. The communication must include the information laid out above.
6. Approved requests will be collected and sent out in 1 e-mail that will be distributed on Friday of a given week.

**Department/Division Internal Communication**County Departments and Divisions, at their own discretion and constrained to their own administrative domains only, may department/division wide email communications to their own staff regarding announcements, newsletter-type content, or their own governance and business issues. If Departments/ Divisions do not have the capability to send such communications, please contact the Service Desk for assistance.Issue Date: January, 2015 |