

## MARKETING & OUTREACH MASS E-MAIL GUIDE

### OVERVIEW

Every 'Canes Community has the ability to send out mass e-mails using the 'Canes Community Mass E-mail Listserv Outlook Account, which contains an e-mail recipient listserv for each 'Canes Community's geographic area that is updated by the University of Miami's main constituent database.

### 'CANES COMMUNITY MASS E-MAIL ACCESS REQUIREMENTS

A maximum of two (2) 'Canes Community Executive Board members from each 'Canes Community may have administrative access to the 'Canes Community Mass E-mail Listserv Outlook Account. Users with administrative access must be University of Miami alumni.

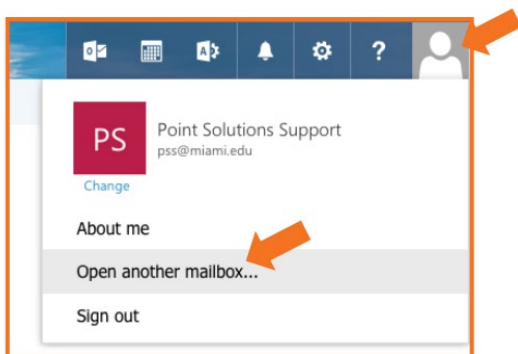
**Important:** Users with administrative access are responsible for ensuring that all confidentiality and mass e-mail guidelines are followed on behalf of the 'Canes Community. It is strictly prohibited for users with administrative access to give their access to an unauthorized user.

### 'CANES COMMUNITY MASS E-MAIL SYSTEM TRAINING

#### Outlook Web Access ([email.miami.edu](http://email.miami.edu))

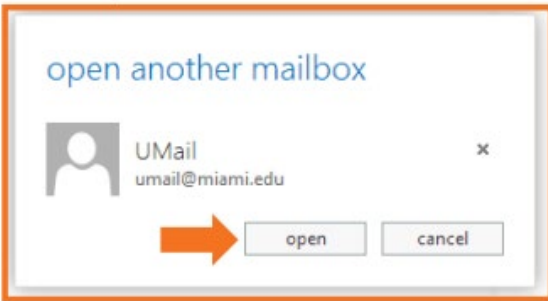
If you are on Office 365 you can check your mail and access additional mailboxes at <http://email.miami.edu>.

1. After signing in to <http://email.miami.edu>, click on your picture or the avatar in the top right corner.
2. Choose Open another mailbox... from the drop-down list.



3. In Open Other Mailbox window enter the name or address of the mailbox you wish to view [browardcanes@miami.edu](mailto:browardcanes@miami.edu) and press Enter.

4. The name should populate, or you should receive a list of names. If a list of name appears, select the appropriate name. Click Open.



5. The shared mailbox will be displayed in a new window.

To create an email from your 'Canes Community mailbox:

- a. Go to the NEW EMAIL tab on the left top corner of your screen
  - b. On the screen, you will see that the FROM tab has a drop down where you will select the 'Canes Community mailbox [browardcanes@miami.edu](mailto:browardcanes@miami.edu).
  - c. In the "To" box, you will enter the listserv that corresponds to your community [browardcanes@listserv.miami.edu](mailto:browardcanes@listserv.miami.edu). NOTE: This listserv covers all alumni in that particular geo code in the University of Miami database.
  - d. The subject line should include the name of the 'Cane Community and event information.
  - e. Always use the templates provided. These templates include privacy and opt out links that MUST be included in all mailings.
2. **IMPORTANT:** Once you've sent your email to the correct listserv, the request will first be passed to your 'Canes Community inbox. Your inbox will automatically receive a message that includes your email as an attachment. Review the attachment and click to approve (see below):

*To cut down on spam, the BROWARDCANES list has been configured to request positive confirmation of messages posted from email addresses not currently subscribed to the list. You must now confirm that the enclosed message did originate from you. To do so, simply reply to the present message and type "OK" (without the quotes) in the text of your message.*

3. Upon clicking to approve the message, an automatic message will be sent to the alumni engagement team for final departmental approval. Approvals can take up to 2 business days. For optimal results, send your email before 10:00 a.m. on weekdays.
4. You will then receive an email notification like this confirming your message has been distributed:

*Your message dated Wed, 13 May 2020 18:10:03 +0000 with subject "FW: Broward 'Canes Community Event" has been successfully distributed to the BROWARDCANES list (# of recipients).*

### TERMINATION OF 'CANES COMMUNITY MASS E-MAIL ACCESS

All 'Canes Community Executive Board members with administrative access to the 'Canes Community Mass E-mail System are subject to having their access terminated by the UM Alumni Association for non-compliance with 'Canes Community Mass E-mail Process guidelines.

### NON-UNIVERSITY MASS E-MAIL DATABASES/LISTS

It is strictly prohibited for 'Canes Communities to maintain and/or send out mass e-mails using any external or "shadow" databases and/or e-mail lists that are not part of the 'Canes Community Mass E-mail Process. Use of these non-University databases/e-mail lists is a violation of the University of Miami Privacy Policy and may result in the termination of 'Canes Community Mass E-mail access and suspension of 'Canes Community leadership role until corrective measures are taken.

### GUIDELINES

- Information/content sent via the 'Canes Community Mass E-mail Process should only pertain to the promotion and announcement of UM or 'Canes Community sponsored events and programs. This forum is not meant for personal messages or commentary of any kind. It is important to remember that you are reaching a wide variety of constituents and you should use discretion in your outreach.
- Mass e-mail frequency should be limited to one e-mail per week. If constituents receive too many e-mails they will opt-out of receiving e-mails from the 'Canes Community Mass E-mail System, which will reduce the number of recipients on your 'Canes Community's e-mail list.
- To ensure consistency in branding, please use the pre-created e-mail templates in your MailChimp account.
- Mass e-mails should be double-checked for spelling/grammar/content errors to ensure that all 'Canes Community e-mail communication represents the University of Miami in a positive and professional manner.
- The following items are not acceptable for inclusion in 'Canes Community mass e-mails:
  - Offensive language or images.
  - Images depicting illegal behavior, such as underage drinking.
  - Self-promoting or providing advertising links to businesses.
  - Language, images/videos depicting the University of Miami or UM Alumni Association in a manner that does not adhere to UM Alumni Association standards.
  - In accordance with NCAA compliance requirements, 'Canes Community are strictly prohibited from using the likeness of or referring to prospective student-athletes and/or current student athletes in any type of 'Canes Community marketing/outreach medium.

### NEED HELP?

Contact our Regional Team at [regionalengagement@miami.edu](mailto:regionalengagement@miami.edu).