



Marketing & Outreach – 'Canes Community Mass E-mail System

OVERVIEW

Every 'Canes Community has the ability to send out mass e-mails, using the 'Canes Community Mass E-mail System, which contains an e-mail recipient list for each 'Canes Community's geographic area that is updated on a regular basis 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 System. 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.



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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 System 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 System. 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. **Please refer to the [Privacy Policy Section](#) for more information.*



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GUIDELINES

- Information/content sent via the 'Canes Community Mass E-mail System 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 all of 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 amount of recipients on your 'Canes Community's e-mail list.
- To ensure consistency in branding, please refer to the 'Canes Community Communication Style Guidelines for information about what are the correct University of Miami logos, colors, institution name and UM Alumni Association 'Canes Community chartered names/official logos to use in your mass e-mails. To maintain branding consistency, 'Canes Communities are strongly encouraged to use pre-created e-mail templates in the 'Canes Community Mass E-mail System.



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GUIDELINES (CONTINUED)

- 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 Communities 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. **Please refer to the [NCAA Compliance Section](#) for more information.*