

Pinpointe

Guidelines for Sending Emails Through Pinpointe

- In order to be ADA compliant, mobile friendly, and adhere to the Salisbury University brand, the University utilizes the Pinpointe email marketing platform to send broadcast emails across campus.
- Below you will find sets of procedures, criteria, definitions of acceptable and prohibited use, as well as examples to help you navigate the types of appropriate Pinpointe email messages:

PROCEDURES:

- Submit email requests through the [Marketing and Communications Support Center](#)
 - Please note, if you are already working with Publications on an invitation and/or poster for your event/announcement, indicate that in your request and the two offices may be able to collaborate to ensure consistent messaging and graphics.
- Submit requests 5-6 business days prior to the send date
 - If the email is sent 30 days or more prior to a specific event, a second reminder email may be sent closer to the event date (if determined appropriate by Digital Strategy). Otherwise, only one email will be sent.
- Provide a photo with every request
 - This photo has to meet the standards for quality reproduction (640 pixels wide and 72 dpi)
 - Copyrighted photos cannot be used. Please refer to the [SU Flickr Gallery](#) for official University photos if needed.
- Be sure to provide the email list or let the Digital Strategy Group know what campus group(s) need to receive the email. Digital Strategy has email lists of all students, faculty, and staff. Please put in a request through University Advancement or through the GullNet self-service portal for any other lists.
- The Digital Strategy Group will process your work order and assign our graphic designer.
 - The graphic designer will work directly with you to complete and proof the email.
 - The request will be proofed and edited as necessary for design, accuracy and University copy style.
- After the email is reviewed and approved by you, it is scheduled and sent using Pinpointe.

Disclaimer: Digital Strategy has the discretion of determining whether or not a submitted request meets the criteria for a broadcast email. If it violates any of the determining factors for appropriateness, spam messaging, or does not meet accessibility standards, the email will not be sent.

RECOMMENDED CRITERIA:

The office/department/individual making the request shall adhere as best they are able to the following criteria for submitting broadcast emails through Pinpointe:

- The content of the email should be relevant to the official business of the University and must meet the “Acceptable Use” standards described below.
- The email must not meet any or all definitions of “email spam” described below.
- The request must have been made 5-6 days prior to the send date, unless otherwise approved by Digital Strategy.
- Provide an appropriate email subject line and email copy. Please note, the design and copy will be edited by Digital Strategy and Publications as needed. **Copy will not be created for you.**
- The email must be sent from a valid Salisbury University address. The person making the request is required to have access or permission to send from this address. When possible, it is highly recommended emails are sent from a departmental/office email address and not an individual email account.

SELECTING YOUR AUDIENCE:

- The chosen recipients should be from among the pre-set 'All SU Faculty,' 'All SU Staff,' and 'All SU Students' email lists. Please put in a request through University Advancement or through the GullNet self-service portal for any other lists. The Digital Strategy group is not responsible for additional time required to accommodate any list request.
- Emails should be sent to the smallest group possible while still reaching the intended audience. Examples include:
 - If an email pertains to faculty members in one academic college, it should be sent only to those faculty members, not all faculty members.
 - If an email pertains to academic support professionals, it should be sent only to those staff members, not all staff members.
 - If an email pertains to all first-year students, it should be sent only to those students, not all students.
 - The same rules highlighted above holds true for smaller groups such as departments, offices, and majors.

ACCEPTABLE USE:

The following are examples of acceptable use of Pinpointe to send broadcast emails. [This is not an exhaustive list]:

- Notifications to campus about an upcoming, important event(s).
- Communication of information to campus that is important and impactful to the audience receiving the message.
- Solicit input from campus (provide feedback or complete approved survey for information gathering).

Current examples that meet "Acceptable Use" include:

- This Week in Athletics
- SU News
- Friday's With The Flock
- Fulton Box Office
- Instructional Design & Delivery Newsletter
- The Zest – Dining Services Newsletter

PROHIBITED USE:

The following are examples of prohibited use of Pinpointe to send broadcast emails. Determinations may be made on a case-by-case basis as appropriate. [This is not an exhaustive list]:

- Sending emails to all areas of campus that only apply to a portion of the campus community.
- Frequent and repeated promotion of an event or topic (meets partial definition of spam email).
- Promotion of non-SU affiliated programs, events, organizations, or other entities.
- Individual expression of political opinion or commentary.
- Forms of individual self-promotion.
- Creating independent subsets of University email users and sending broadcast emails to those audiences.
- Requesting an email communication that meets one or more of the criteria for email spam, as defined below.
- Sending email communications from an email address that is not relevant to the content of the email.

DEFINITIONS:

ADA Compliance – Accessibility serves as one of the founding pillars of user experience and design. Adhering to the Americans with Disabilities Act with regards to email communications means making sure that everyone can receive and understand your message, regardless of any disabilities or assistive devices they may be using. This includes, but is not limited to, text-to-image ratio, alt text for images, color contrast, and proper link and table identification.

Broadcast Email – A message sent to an entire group of one or more of the following: faculty, staff, students, emeritus faculty, emeritus staff, and/or alumni.

Email Communications – A method of exchanging messages between people using electronic devices. Email communications typically cross computer networks, primarily the Internet.

Email Spam – Unsolicited messages sent to more than 250 recipients that meet any of the following criteria:

- Irrelevant or inappropriate content. The subject matter of an email must be relevant information to the majority of the recipients of the email.
- Does not pertain explicitly to Salisbury University business/operations.
- Possesses excessive use of spam trigger words. (The University has a spam filter check to ensure limited use of these words).
- Contains excessive links, particular to outside, unaffiliated sources.
- Overuses photos, images, or clipart.
- Sent, or attempted to be sent, an excessive number of times.

Targeted Email – A message directed to specific people based on a variety of attributes, including, but not limited to, members of groups, role at the University, declared major, and course participant.

EMAIL POLICY STATEMENT:

Email is an official means of communication for Salisbury University. Unless law, contract, or other University policy prohibits email communication or requires another form of communication, Salisbury University may send email communications to faculty, staff, students, and others within the University community to their Salisbury University email address. Likewise, Salisbury University may restrict or manage limited or unlimited access to email for all users of a Salisbury University email address. It is expected that emails will be read by recipients within a reasonable amount of time, as some email communications may be time sensitive. All individuals assigned a Salisbury University email account are expected to use and maintain their email account. Additionally, all individuals employed or enrolled at Salisbury University are required to adhere to the University's "Acceptable Use of Computing and Electronic Resources Policy."