

## **Heading: Mass Emailing and Texting Policy**

**Submitted by: Jamie Morgado (Executive Committee), Robert Hulme (Executive Committee)**

### **Council Believes**

1. MSL is the LSU online and Customer Relationship Management software provider.
2. Within the Software LSU has the option to send both mass emails and mass texts (SMS) to the entire membership and/or significant sub groups of membership (i.e. male, female, AU members, International Students etc).
3. That the membership may become blind to mass emailing, and texting if over used.
4. Frequent mass emailing can be intrusive and often detrimental to the proposed message.
5. The current guidelines to govern the usage of the mass emailing and texting facility are over 3 years old.
6. The VP Democracy & Communications is responsible for the LSU website under their job remit.

### **Council Further Believes**

1. Greater control is needed to safeguard the efficiency of this facility.
2. With governed structure of planning and targeting such a facility will be a greater benefit to LSU.

### **Council Resolves**

1. LSU should send no more than one mass text per month to a group of members.
2. Sections, Clubs, Societies, Sections and Departments should be able to purchase texts at the rate charged to LSU assuming the facility exists for them to SMS their memberships.
3. All mass texts will be arranged in advance between the Marketing Department and the club or society chair, section head or budget controller, and over seen by VP Democracy & Communications.
4. It is the VP Democracy & Communications responsibility to manage the content and timing of mass texting.
5. Texts do not role over each year.
6. LSU should send no more than two mass emails per week, (a mass email constitutes an email to groups larger than an individual club or society (ie sections or associations with a membership of over 500); unless there are exceptional circumstances, authorised in advance by the VP Democracy & Communications.
7. All mass emails will be arranged in advance by the Marketing Department with the relevant section head or Executive Member and over seen by VP Democracy & Communications services on a monthly basis.
8. That the authority to undertake an email on behalf of any association resides with the Executive Student Activities Officer.
9. It is the VP Democracy & Communications responsibility to manage the content and timing of mass emailing.

**Passed at Council: 2009**