

**Sam Houston State University**  
**A Member of The Texas State University System**

**Integrated Marketing Communication Policy IMC-04 Mass Email Policy**

1. **Purpose of policy:** This policy provides guidelines on the sending of emails to the university community through Emma and who has access and rights to do so.
2. **Scope of policy:** This policy applies to all mass email messages sent through Emma. The use of

iii. Sent to external audiences through an external subaccount, regardless of recipient count.

b. **Who performs the review?**

- i. Divisional Review (as needed): Approval and feedback documented in Asana.
- ii. Content Review: The content team will review your email for accuracy, clarity, and adherence to university communication policies. This ensures your message is informative and professionally written.
- iii. Creative Review: The creative team will ensure your email adheres to SHSU's branding guidelines for a consistent visual identity.

c. **Timeline for Review:**

- i. For a smooth review process and timely sending of your mass email, we recommend submitting your email for review **at least two weeks** before you want to send it.

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- ii. Optimize contact space: Archiving inactive contacts helps us manage the limited contact storage available in the Emma account more efficiently.
- c. Archived contacts:
  - i. Will no longer be included in future email campaigns.
  - ii. Remain accessible within the Emma platform for historical reference and potential future re-engagement (if permissions are renewed).

Reviewed by: Jeff Harris, Chief Marketing Officer & Public Information Officer

Date: October 15, 2024