

UWG PROCEDURE NUMBER: 10.2.4, Use of University E-Mail Lists

Authority: UWG POLICY: 10.2 (University Communications)

UWG recognizes that electronic mailing lists serve as an important and influential means for positive communication and professional development. The intent of this policy is to clearly communicate the expectations for UWG faculty, staff, and students regarding the appropriate use of UWG-Hosted E-Mail Lists. The Vice President of University Advancement, pursuant to the authority of UWG Policy 10.2, establishes the following procedures for University E-Mail Lists:

A. Scope and Purpose

This procedure applies to all current and retired faculty/staff, and emeriti faculty members. E-Mail Lists are established for the convenience of UWG employees. Each ***“UWG-Hosted E-Mail List”*** will be assigned a Moderator for purposes of ensuring compliance.

B. Definitions

1. ***ALL Employees*** – E-Mail List for notifications and announcements for **official “UWG-Related” business** relevant to University employees. Subscription is automatic and required for current UWG employees. Current UWG employees should not opt-out. Posting to this E-Mail List will be limited to administrative staff authorized by the President or the Vice Presidents; replies will be disabled. Any employee who seeks clarification on the message should contact the sender directly.
2. ***ALL Faculty*** – E-Mail List for discussion and information relevant to faculty and pedagogy. The Provost’s office will establish guidelines for subscription, posting, and expected use.
3. ***ALL Staff*** – E-Mail List for discussion and information relevant to staff and operational/administrative functional topics.
4. ***Events Calendar*** – Service used to announce faculty, staff, students, UWG organization-sponsored and UWG-Hosted events (for those events targeted to University audiences); these events may be announced on the ***“All Employees”*** electronic mailing list at the discretion of the President or Vice President responsible for hosting the event.
5. ***Moderator(s)*** – Employee(s) assigned by any committee appointed by the Vice President of University Advancement, or in the interim by the Chief Public Relations Officer, to monitor and ensure compliance with a ***“UWG-Hosted E-Mail List”***.
6. ***UWG Items of Interest*** - E-mail list for University employees to share helpful information and resources for use by other employees (e.g. Community Events, vendor recommendations, discussions relevant to UWG, etc.); it is not considered either ***“UWG-Hosted”*** or ***“UWG-Related”***, but merely a convenience for UWG employees to exchange useful information and resources for the UWG community. It should not be used for political speech or non-***“UWG-Related”*** items. Furthermore, it is not to be used for financial gain or promotion; please refer to ***“UWG Marketplace”*** as an alternate forum for those purposes. Subscription is not automatic to ***“UWG Items of Interest;”*** interested employees will need to opt-in by visiting the list at [this site](#).
7. ***UWG-Hosted E-Mail Lists*** – an electronic distribution list that facilitates communications via e-mail; for the purposes of this Procedure only, ***“UWG-Hosted E-Mail Lists”*** refers only to e-mail addresses utilizing ***“@westga.edu”*** unless otherwise stated herein. Authorized UWG-Hosted E-Mail Lists are identified as ***“All Employees,” “All Faculty,” “UWG Items of Interest,” and “UWG Marketplace.”***

8. **UWG Marketplace** – E-Mail List for University employees for purposes related to selling and commercial promotion; it is maintained off-site and users may not use their “westga.edu” account to participate; UWG-Marketplace E-Mail List is not maintained or controlled by the University.
9. **UWG-Related** - for purposes of this procedure, “**UWG-Related**” shall mean a relationship that is subordinate or coordinated with, or by, the University of West Georgia (e.g., University Units, faculty or staff committees, student interest groups, etc.)
10. **Work West Bulletin** – Publication created by University Communications and Marketing to announce “**UWG-Related**” events to all employees; it is not an electronic mailing distribution list. Please send your requests for posting to the Work West Bulletin to: report@westga.edu. The Work West Bulletin will be sent to “**All Employees**” to inform employees of important work-related items.

C. Examples of Appropriate Postings for official University Messaging

All Employees	Benefits, construction projects, office schedules, ITS issues, weather advisory, policy/procedures, FLSA, Clery Act notifications, emergency messages, graduation, town halls, E-Time deadlines, Athletic event announcements, bookstore events/sales, lectures, concerts, UWG sponsored drives (toy drive, blood drive, A Day, etc.), Wellness events, homecoming events, meeting/town hall notices, etc.
All Faculty	Faculty Senate/Subcommittee items, pedagogy information, communications from the Provost’s Office
All Staff	Staff and operational/administrative functional topics
UWG Items of Interest	Community events, lost/found objects, discussions/questions of general interest to employees, etc.
UWG Marketplace	Vendor recommendations, items for sale/trade, animal adoptions, homes for rent/sale, etc.

D. Procedures

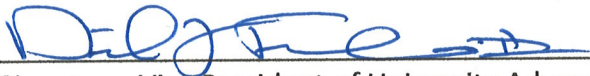
1. **Subscription.** UWG employees will be subscribed automatically to “**All Employees**,” but employees will have to opt-in to subscribe to “**UWG Items of Interest**” and “**UWG Marketplace.**” The Provost’s Office will identify faculty and staff to receive “**All Faculty**,” and those individuals will be subscribed automatically to “**All Faculty.**” The Vice Presidents will identify all UWG staff to be subscribed to “**All Staff.**” UWG employees are expected to comply with this procedure, and all other relevant and applicable laws and policies each time the employee uses one of the “**UWG-Hosted E-Mail Lists**”.
2. **E-mail address designation.** For “**All Employees**,” **All Faculty**,” and “**UWG Items of Interest**,” employees must use their assigned individual Westga e-mail address. No group or committee addresses will be allowed to subscribe. For “**UWG Marketplace**,” Westga e-mail addresses are not allowed.
3. **Opt-in/Opt-out.** For the “**UWG Items of Interest**” E-Mail list, employees must **opt-in** by visiting the list site at: <https://groups.google.com/a/westga.edu/group/uwg-items-of-interest-list/>. Employees may **opt-out** of “**UWG Items of Interest**” by leaving the group. The “**All Faculty**,” and “**All Staff**” lists include a means to leave the group (Google default), but it is not recommended. The “**All Employees**” list also has a means to leave the group, but any employee who leaves may be subject to disciplinary action as this list is mandatory.

4. **Attrition.** Employees will be removed from all E-Mail Lists at the time of separation from employment, with the exception of "**UWG Marketplace**", in which decisions will be made by the administrator of that E-Mail List.
5. **Violations.** UWG reserves the right to delete any posting in violation of any federal or state law, UWG or Board of Regents policy, these procedures, or any guidelines established pursuant to UWG policy or procedures. Subscribers who violate this Procedure, its Guidelines, or any other UWG policy or procedure, will be warned after the first violation, suspended from posting for a period not to exceed two weeks after the second violation, and after the third violation, he/she may be prohibited from posting to the E-Mail Lists or other actions may be taken as appropriate under applicable policy or law. The Chief Public Relations Officer may impose the restrictions in this section at the request of a Vice President or the President in compliance with the step process identified above.

E. Guidelines

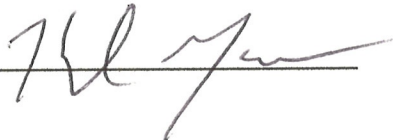
The committee appointed by the Vice President of University Advancement (or if no committee has been appointed, the Chief Public Relations Officer) is authorized to establish guidelines for participation in "**UWG-Hosted E-Mail Lists.**" Other University units may develop additional procedures specific to the unit, but in the event any conflicts arise between the versions, the provisions stated herein will control.

Issued by the Vice President of University Advancement, the 18 day of July, 2018.



Signature, Vice President of University Advancement

Reviewed by President: _____



UWG-HOSTED E-MAIL LIST GUIDELINES

Authority: UWG PROCEDURE NUMBER: 10.2.4 (Use of University E-Mail Lists)

UWG POLICY NAME: University Communications

STATEMENT:

All “*UWG-Hosted E-Mail Lists*” shall adhere to these guidelines and UWG policies and procedures.

CONTEXT:

This policy applies to:

- All University of West Georgia current and emeritus UWG faculty, and staff.

OBJECTIVES:

The purpose of E-Mail Lists is to distribute information about the University of West Georgia, its various divisions, affiliated entities, and programs, as an official source of information, with a broader focus on engagement and interaction. This set of guidelines serve to project a professional image of UWG.

BEST PRACTICES:

1. Please be considerate of the inboxes of others, and use time and bandwidth responsibly. This is not the place to blog.
2. This is an open list and opinions expressed are those of the individual poster, not the University. Respect each other and you will be treated with respect. Please make sure that each message you post lists your full name. Anonymous posters are a violation of UWG Procedure 10.2.4.
3. Personal attacks including name calling or disparaging remarks are unacceptable and WILL lead to loss of posting privileges on the first offense. Comment on CONTENT, not on the CONTRIBUTOR. Personal attacks do not help make a point; they only hurt the conversation.
4. Factual information and observations are preferred. While it may be acceptable to post information respectfully countering another’s observation, it is inappropriate to get into an extended debate on the E-Mail List. Extended discussions should be taken offline between interested parties.
5. This is an E-Mail List, not an online forum. Once you hit send, your message is delivered into the individual email inboxes of every subscriber on the list. There is no way for the E-Mail List Moderator or anyone else to delete a posting after the fact that has been downloaded from the server. The burden is on each person posting to be sensitive to the contents of their messages.
6. Do remember that information posted on the lists is available for all to see. Posts are subject to applicable law, including defamation, libel, and slander laws.
7. Topics of a political nature may be posted only if they relate to a University event. Please be aware that state law prohibits employees from campaigning for a political candidate with state property. Political topics are highly discouraged and will be subject to further scrutiny for compliance with procedures.
8. Business advertising is not allowed. Post any such related items to “*UWG Marketplace*”. Use the following link to go to the UWG-Marketplace Guide and Subscription/Comment form: [UWG Marketplace Guide and Subscription/Comment Form](#). If you have any trouble subscribing to the

group, please be sure to read the Marketplace Guide and then use the linked form to submit a comment.

9. Items for sale or rent or inquiries about buying or renting items are not allowed. Please post to “**UWG Marketplace**”. Free items or services may still be in violation of UWG policy, so it is recommended that you post the availability of such items or services to “**UWG Marketplace**”.

ACKNOWLEDGEMENTS OF USE:

All Employees List

This list is to be used only for notifications and announcements related to official university business and relevant to all or most employees of the university. By sending your message, you agree to abide by all UWG Policy and Procedures, and specifically UWG Procedure 10.2.4, Use of University E-Mail Lists and associated guidelines.

E-mails intended to share non-university items of interest, pose queries, and send notifications should be sent instead to the “**UWG Items of Interest**” e-mail list.

You received this message because you are subscribed to the official UWG “**All Employees**” E-Mail List. To post to this E-Mail List, send email to all-employees-list@westga.edu.

Visit this E-Mail List at <https://groups.google.com/a/westga.edu/group/all-employees-list/>.

All Faculty List

This list is to be used only for notifications and announcements related to official university business and relevant to all or most faculty of the university. By sending your message, you agree to abide by all UWG Policy and Procedures, and specifically UWG Procedure 10.2.4, Use of University E-Mail Lists and associated guidelines.

E-mails intended to share non-university items of interest, pose queries, and send notifications should be sent instead to the “**UWG Items of Interest**” e-mail list.

You received this message because you are subscribed to the official UWG “**All Faculty**” E-Mail List. To post to this E-Mail List, send email to all-faculty-list@westga.edu.

Visit this E-Mail List at <https://groups.google.com/a/westga.edu/group/all-faculty-list/>.

All Staff List

This list is to be used only for notifications and announcements related to official university business and relevant to all or most staff of the university. By sending your message, you agree to abide by all UWG Policy and Procedures, and specifically UWG Procedure 10.2.4, Use of University E-Mail Lists and associated guidelines.

E-mails intended to share non-university items of interest, pose queries, and send notifications should be sent instead to the “**UWG Items of Interest**” e-mail list.

You received this message because you are subscribed to the official UWG “**All Staff**” E-Mail List. To post to this E-Mail List, send email to all-staff-list@westga.edu.

Visit this E-Mail List at <https://groups.google.com/a/westga.edu/group/all-staff-list/>.

UWG Items of Interest List

This list is to be used for announcements and discussions and to share non-university items of interest, pose queries, and send notifications considered helpful and relevant to UWG employee subscribers. By sending your message, you agree to abide by all UWG Policy and Procedures, and specifically UWG Procedure 10.2.4, *Use of University E-Mail Lists* and associated guidelines.

You received this message because you are subscribed to the official ***UWG Items of Interest*** E-Mail List.

To post to this E-Mail List, send email to uwg-items-of-interest@westga.edu.

Visit this E-Mail List at <https://groups.google.com/a/westga.edu/group/uwg-items-of-interest-list/>

You may unsubscribe or leave the group as indicated within the message.