

## AUSTIN PEAY STATE UNIVERSITY Electronic Communication Guidelines

As a service to faculty and staff, Austin Peay State University provides several electronic communication vehicles: the University Events Calendar, “InnerAction,” an electronic announcement board, and Exchange e-mail blasts.

The above communication venues keep recipients informed of University-related announcements while minimizing costs and increasing efficiency. For APSU students, WebMail is the primary means of communication with staff in the Division of Student Affairs as well as with faculty.

To achieve the goals of minimizing costs and increasing efficiency, APSU requires users to follow the guidelines below, which have been reviewed by Staff Council, Faculty Senate, and the President’s Cabinet.

### ACCEPTABLE MESSAGES, WAYS TO DISSEMINATE, AND EXAMPLES

#### I. General Interest Events

##### A. *General Campus-Based Interest Events:*

Individual (faculty or staff) in charge completes online form\* to add the event and request the desired facility. Event will be posted on the University Events Calendar within 2-3 working days after the facility request is received. (The individual in charge does NOT have to request the facility—this will be handled by the central reservations office in the University Center.)

EXAMPLES: Guest lecture in Clement, Flag pole ceremony, Outdoor Halloween event (GHOST), Poetry reading by the Green Man

##### B. *General Public Events:*

General announcements to all internal and external audiences are posted on the APSU home page. Check the appropriate space on the online form\* for consideration for home page listing.

EXAMPLES: Athletic events, Concerts, Art exhibits

##### C. *Targeted Audience Events:*

For events or activities of interest to a limited list of people, a faculty or staff member may create a specific distribution list and send an e-mail to that group.

EXAMPLES: Liberal Arts Curriculum Review Committee, Weight Watchers, Fresh Faith meeting

\*Go to [http://www.apsu.edu/calendar/campus\\_property.htm](http://www.apsu.edu/calendar/campus_property.htm) and then choose the option “Request to Add Your Own Event”.

NOTE: University departments, offices, programs, and individuals who post events are responsible for their content. APSU reserves the right to edit submissions for accuracy and compliance with APSU policies and state and federal laws.

## II. News

News of general interest to faculty and staff should be e-mailed to the editor of "InnerAction." <http://www.apsu.edu/inneraction/question.htm>

EXAMPLES: The Staff Council poinsettia sale; Dr. Malcolm Muir is named holder of VMI military chair; lecture at APSU by Dr. Lannett Edwards, assistant professor of animal biology at UT-Knoxville; Glenn Carter, chair of the social work department, is named manager of a grant from the Department of Children's Services

## III. Announcements

Announcements are reminders of upcoming events and activities. Faculty and staff receive these when they log on to their computers. Announcements that go to all internal audiences, as well as to the public, will show up on APSU's home page.

### A. Log-on Information

--Browse to: <https://www.apsu.edu/announcements/a/index.asp>

- Username: hoppes (example only)
- Password: \*\*\*\*\* (e-mail password)
- If you see "Domain name," leave it blank

### B. Information needed to post your announcement

- Announcement category (your audience)
- Subject (Short descriptive title of event)
- Date
- Brief description of event (limit is 250 characters)
- Post-from date
- Post-to date
- Web address (for full details)

EXAMPLE: <http://www.apsu.edu/alumni/50yrreunion.htm>

- Contact info: Organization or department name, contact person, phone number, e-mail address

**Note:** Before posting your announcement, please check its accuracy. The announcement will be posted immediately! To change an incorrect posting, contact the Web coordinator.

IV. E-mail Blast on Exchange

Because of time-sensitivity or great significance, University-wide electronic messages are limited to emergency notices or information that potentially affects everyone on campus. Therefore, the authority to use the University master list of user addresses (faculty, staff and students) is reserved for the APSU president, vice presidents and their designees, and the presidents of Faculty Senate and Staff Council.

EXAMPLE: Imminent tornado warning for Clarksville

**UNACCEPTABLE MESSAGES**

Unacceptable use of APSU's e-mail service can be defined, generally, as postings that do not conform to the purpose, goals and mission of the University. If a user has a question about whether to send an e-mail using APSU resources, he or she should consult the APSU president or appropriate vice president before sending the e-mail.

The following list, although not all-inclusive, provides some examples of unacceptable uses:

- Private or personal for-profit activities
- Personal use that creates a direct cost or adverse publicity to the University
- Unauthorized, not-for-profit business activities, such as non-University-related fund raising
- Transmission of incendiary statements or events that might incite violence
- Unlawful/prohibited activities as defined by federal, state and local laws or regulations.

To avoid posting unacceptable or inappropriate e-mail, please read "E-mail Etiquette" on computer services' homepage.

If you need assistance completing the online form or have questions about procedures, please contact the Office of Public Relations and Marketing.