

Sending E-mail to the LETU Campus Community

Purpose

This article describes the guidelines, recommendations, and procedure for sending e-mails to the LETU campus community.

Guidelines

- To avoid overload of E-mail inboxes in the LETU campus community, mass communication with the campus over e-mail should be limited to only those instances when e-mail is the appropriate method. Alternative methods of communication are described in [Methods for LETU-Wide Communication](#).
- Mass e-mail communication must be approved by the appropriate cabinet member.
- E-mails must contain the following elements
 - A valid, generic FROM: address (Usually letu@letu.edu)
 - The TO: must be blank.
 - All recipient groups must be listed in the BCC: field
 - A descriptive subject line
 - Well-formatted and spell-checked content
 - A valid personal e-mail signature that conforms to LETU signature guidelines

Recommendations

- Attachments are not recommended. Instead, host any documents on an LETU website and provide links within the body of the e-mail.
- Since all e-mails must pass through the O365 antispam filter based on their own merits, we recommend:
 - Avoiding use of ALL CAPS
 - Avoiding overuse of exclamation points or sensational language.

Procedure

1. Compose your e-mail in the desktop Outlook application. Be sure to include a valid e-mail signature.
2. Compose an appropriate Subject line.
3. Spell-check your e-mail and double-check formatting.
4. Enter the proper e-mail address in the FROM: field.
5. Enter the recipients in the BCC: field. (<https://support.office.com/en-us/article/show-hide-and-view-the-blind-carbon-copy-bcc-field-04304e27-63a2-4276-8884-5077fba0e229>) If you wish to test how the e-mail looks before you actually send it out, put your own e-mail address in the BCC: field at this step.
6. Set the REPLY-TO: e-mail Address in the Message Options under **Options > Direct Replies To > Have replies sent to**
7. Send your e-mail.
8. Victory dance.

Example:

(NOTE: allfacultystaff@letu.edu is not a real e-mail address, so don't try to send to it unless you're starting a collection of rejection messages.)

This is a very good subject line - Message (HTML)

File Message Insert **Options** Format Text Review Help Acrobat Tell me what you want to do

Themes Colors Page Bcc From Encrypt Use Voting Request a Delivery Receipt Save Sent Delay Direct
Aa Fonts Effects Color Show Fields Tracking Item To Delivery Replies To
More Options

Send

From letu@letu.edu

To

Cc

Bcc allfacultystaff@letu.edu

Subject This is a very good subject line

Greetings, LETU community,

My spellchecked announcement is here.

Marty McPerson
Director of Awesomness
Office of Important Things

