Adult Social Care and Health

Global Email Distribution Guidance
(Emails targeted at 50 or more recipients)

Version 1

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Related policies

Cross reference: Internet and Email Use

Definition

A global email is an identical email sent out to groups of over 50 recipients, irrespective of whether this is done by sending repeated emails or a single sending. It includes council or department wide messages, inter-departmental messages or ones sent to a subgroup of over 50 people and can be sent with or without their expressed willingness to be a recipient.

Colleagues may not unsubscribe themselves and are responsible for reading and acting upon any relevant information.

Purpose

This guidance is provided to ensure respect for time and resources in the volume and contents of emails received. It applies to all Adult Social Care and Health personnel who send, or arrange for a third-party to send, internal global emails.

Global email is an important medium for facilitating communication within all or specific groups within ASCH, but its potential misuse is also recognised. Excessive or casual use of global emails can be a burden on council email systems and counterproductive as users become tired of reading excess quantities of emails. A good balance needs to be struck between quantity and email content, considering the risk with respect to GDPR and subject access requests. Consequently, only sending the required information is key.

Guidance for Appropriate Use

A global email must satisfy any of the following criteria:

Departmental Management team (DMT) announcements regarding major achievements or key strategic changes or other important announcements which require urgent communication and where the DMT messages on a newsletter/bulletin publication, employee website (currently Our Derbyshire) or employee news webpage is not appropriate.

Any information which Adult Social Care has a **statutory obligation** to distribute to everyone which is not already communicated corporately or via other means. This may include:

- introduction of new legislation
- employment-related issues
- product recalls
- fire evacuations, real and practice
- health and safety issues
- announcement of policies that are time critical or which colleagues need to be made aware of for legal compliance reasons
- informing colleagues of new pay structures or industrial action

Urgent news which must be communicated by a specific deadline, which has not already been communicated corporately and where the deadline prohibits other communication methods. This may include:

- disruptions to heat, water, light, and power services and telecom systems
- threats to IT network services, including loss of power, computer viruses
- temporary withdrawal of online services or urgent updates of the council's ICT services which could result in temporary disruption to systems
- security issues, such as bomb or terrorist threats
- health and safety issues, such as hazard warnings and natural disaster alerts
- secondment opportunities requiring a quick response

The message must be relevant to at least 70% of recipients where there is no other suitable method to distribute the information.

Global emails should not be used to make up for a lack of planning e.g., announcements occurring annually or repeatedly at certain times of the year, these should be placed on a newsletter/bulletin publication or employee website in a timely manner.

A newsletter/bulletin publication or employee news webpage is frequently more appropriate for news and announcements and should be the preferred method wherever possible.

Some global messages will be stored on the Connect, ASCH SharePoint site e.g., emails from leaders which are not urgent or critical.

It is possible to distribute a global email to all Adult Social Care and Health (ASCH) colleagues currently registered for email. Within the global directory there are also ASCH targeted distribution lists.

The ASCH-all email distribution list distributes to all Adult Social Care and Health colleagues, as well as some other colleagues/external partners. It is worth bearing this in mind before requesting the use of this distribution list because the information being provided may not be appropriate to everyone on that list, therefore, where possible the information going out to all ASCH colleagues should be relevant to everyone in the department. Co-ordination of information to be inclusive can be supported by the Internal Communications Service Manager and Public Health Lead – Policy.

Content and responses to global emails

Any message which is offensive, defamatory, obscene, or otherwise contravenes council regulations **will be rejected** and may lead to the author (or anyone forwarding or transmitting the message on their behalf) liable to disciplinary action.

Replies will not be actioned. Any responses or comments need to be sent to the contact given in the email, which should contain the authors name, title and email/Teams contact.

Due to the volume of recipients, there should be no attachments on global emails, additional information should be placed on the appropriate website/storage site with appropriate security measures and linked in the email.

The Information team will remove their own personal signature from the email and insert a phrase at the end of the email to avoid replies to the ASCH Information team, e.g., '**Please send your comments to the contact given in the email. The ASC Information team email account sends out global emails on behalf of others; responses sent to it will not be actioned.'**

NOTE: If you need to keep colleagues updated about an emergency situation, please establish a page for emergency announcements within the employee website. You should then submit a single email to the Information team to send an email out to all ASCH colleagues informing them of the situation, giving the URL for the announcements webpage and asking them to refer to it periodically for the latest news on the situation.

Where there is a message from the Executive Director to all colleagues the Executive Director's PA can send the email following proof reading by the Information team.

Process for approval and distribution

1. Submit the email to ASCH.AdultCare.Info@derbyshire.gov.uk
2. If the email is for council-wide or inter-departmental distribution the Information team will liaise with other departments to gain approval.
3. The message will either be approved, returned with a request for the sender to amend it for re-submission to the Information team, or be rejected.
4. Approvals or rejection of messages can take up to 3 working days, depending upon the urgency of the message and simplicity of the request.
5. If the message is not approved, you will be advised of an alternative method of communication.
6. If approved, the Information team will produce the final copy, proof-read, and check accuracy of details e.g., any days and dates are accurate, and take responsibility for its distribution.
7. If the distribution list is large, it may be appropriate to take special steps to minimise the impact on the IT system. It is always the responsibility of the sender to verify the underlying systems can cope with what they want to do.

If a sender disputes the decision that a message is not approved for distribution as a global email, the Information team will refer the message to the Business Services Manager (Quality) or Service Manager (Quality).

Archive

All global emails approved for distribution are archived in the ASCH-All inbox and in the ASCH-All emails folder for audit purposes; there is no need to keep a personal copy of any message.

Author History

Approval and Authorisation History

Authored by Marie Matthewman	Business Services Manager (Quality)	December 2022
Approved by SMT		March 2023