

A. EFFECTIVE DATE :	<i>December 7, 2017</i>
B. PURPOSE :	This policy establishes who is authorized to issue mass messages to the entire UConn Health community.
C. POLICY :	<p>Only the UConn Health Office of Communications is authorized to issue the following communications:</p> <p>1.0 Announcements and notifications about programs, events or activities sponsored by or pertinent to UConn Health or UConn, to be included as part of the consolidated LIFELINE email delivered daily, or included in the weekly electronic newsletter, The PULSE.</p> <p>2.0 Standalone Mass Message announcements (UConn Health ADVISORY) under limited circumstances, including messages from:</p> <p>2.1 The University President/President’s Office</p> <p>2.2 The UConn Health CEO & Executive Vice President for Health Affairs or his/her designee</p> <p>2.3 Emergency messages transmitted via Everbridge in accordance with Emergency Management policies and procedures</p> <p>Requests for any other type of standalone Mass Message announcement must be approved by the Chief Communications Officer or his/her designee.</p>
D. SCOPE :	This policy applies to all UConn Health faculty, staff, and students who are automatically subscribed to the Mass Message distribution list, and other individuals granted access to the Mass Message distribution list. There is no opt-out option.
E. PROCEDURES, GUIDELINES AND PROTOCOLS :	The Chief Communications Officer or his/her designee will develop appropriate procedures, guidelines and/or protocols as necessary to implement this policy. Link to Guidelines
F. REFERENCES :	None
G. RELATED POLICIES :	Emergency Management
H. SEARCH WORDS :	<i>Mass Message, Broadcast, Lifeline, Pulse, UConn Health Advisory</i>
I. APPROVED BY :	<p>1. Andrew Agwunobi (Signed) 12/18/17</p> <hr style="width: 60%; margin-left: 0;"/> <p>Andrew Agwunobi, M.D., M.B.A. Date Chief Executive Officer Executive Vice President for Health Affairs</p> <p>2. Carolle Andrews (Signed) 12/18/17</p> <hr style="width: 60%; margin-left: 0;"/> <p>Carolle Andrews, Chief Administrative Officer Date Policy Committee Chair/Co-Chair</p>

J. REVISION HISTORY :	<ol style="list-style-type: none">1. New Policy Approved: 11/27/072. Revised: 7/23/10, 11/10/15, 12/7/17 with name change from Broadcast Message Policy
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END OF POLICY