

PROCEDURES FOR MASS MESSAGE POLICY
Policy #2007-11

PROCEDURES FOR USE: Broadcast-LIFELINE:

LIFELINE is a daily (Monday – Friday) summary announcement message for the UConn Health community. The daily announcements populated from a self-service portal, accessible via <https://dailydigest.uconn.edu/>. Submitting an announcement requires a NetID. Submissions are due by 5 p.m. two days before the day the announcement will run. Questions or submissions from users without a NetID should be sent to uconnhealthlifeline@uchc.edu. The proposed announcement should contain the following information:

- Subject or headline applicable to the content of the message
- Publish date(s)
- Date, time, and location of event (if applicable)
- Brief description or pertinent information
- Contact information

All submissions are subject to review and approval by the LIFELINE administrators who reserve the right to edit postings for consistency and clarity.

LIFELINE editors reserve the right to reject messages based on appropriateness of subject matter for the UConn Health community.

Only under special circumstances may an announcement be repeated more than two times in the same week.

Web links should be used to direct recipients to additional information. Attachments or embedded images are not supported by this technology platform.

PROCEDURES FOR USE: Weekly Newsletter–The PULSE:

The PULSE is an editorial format newsletter distributed electronically once a week.

Items included in The PULSE are chosen by an editorial (news) team.

The PULSE does not accept submissions but welcomes story ideas via submission to UConn Health’s Director of News or at thepulse@uchc.edu.