THE UNIVERSITY OF
SYDNEY

A quick guide to the
Email and Electronic Messaging Policy

⚠️

This is a **general guide** only. You can find the full policy in the *Policy Register*.

Summary

This policy explains how the University uses email and messaging systems other than the Viva Engage platform.

It sets out who may use these systems and the purposes for which they may be used.

It requires **communications to be appropriate, respectful, relevant and compliant** with the law and University policy. It applies to all staff, affiliates, students.

Broadcast vs bulk

Broadcast emails and messages

are official communications from the University to groups of University community members.

Examples include:
- Student News
- Emergency alerts
- Staff News

Only authorised University staff can send them and recipients can't opt out of them

Bulk emails and messages

are communications sent by a user to multiple recipients using a distribution list.

Broadcast emails and messages

Only the Vice-Chancellor or someone authorised by the Vice-Chancellor can send these communications. They are managed by the Internal Communications Team.

Broadcast communications cannot be used for:

Activities **unrelated** to the University	Personal use	Distributing restricted or prohibited material

Bulk Emails and Messages

These are sent by members of the University community using a distribution list.

Distribution lists:
- Must have a clear and not misleading title
- Should only include University email addresses; including external email addresses needs approval
- Must provide opt in and opt out mechanisms

Content must:
- Comply with relevant laws and University policies
- Be relevant to the recipient

Bulk emails and messages must not be used:
- To bully, harass, sexually harass, abuse or intimidate others
- To send junk mail, or spam mail
- For unauthorised financial or commercial purposes
- For personal communications not related to the sender's capacity as a University staff member or student
- To communicate about special interest topics to recipients who have not expressed in interest in receiving this material (for example: political, social or recreational material

What is a breach of this policy and what happens?

You breach the policy if you:

Act inconsistently with it

Help or encourage someone else to act inconsistently with it

Promote conduct that breaches the policy on social media or in some other way

If you breach the policy:

- We may limit or cut off your access to University ICT resources

- You may be subject to misconduct proceedings

- You may breach other University policies, such as codes of conduct or policies against bullying, harassment or discrimination

- You may breach laws, and be subject to civil or criminal proceedings