

# Information Security Guideline

## Mass Email

<b>Guideline Name:</b> Mass Email	<b>Guideline Number:</b> ISO G018
<b>Effective Date:</b> 01/15/2009	<b>Review Date:</b>
<b>Last Revision Date:</b> 01/15/2009	<b>Last Revision By:</b> Brenda B. Gombosky
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<b>Approved By:</b>	<b>Version:</b> 1.0
<b>Related Policy:</b> ISO PS018 – Mass Email	

### BACKGROUND:

The following information is provided in conjunction with University Policy – PS018 – Mass Email.

Recognizing that it is sometimes necessary to use email as a communication to the University community, the following guidelines are provided.

### GUIDELINES:

Generally, Mass Email is appropriate for messages that:

- Messages that directly relate to the continuance of University business
- Messages that alert the campus community of health and safety issues
- Messages that relate to changes in University policy or time sensitive procedures
- Messages that inform a select group of people (e.g. students in a specific class, members of a business organization, all financial administrators, etc.) of an event related to their specific role within the University.

Inappropriate use includes but is not limited to:

- Messages that are counter to the University's mission and core values
- Messages that are personal in nature
- Messages that are commercial in nature with the exception of those messages that are in support of University business and are approved by an officer of the University (e.g. email to alumni)

Mass Email should be sent in plain text format

- HTML formats are often used for delivery of malicious content or to entice users to visit a malicious website. Because of this many users block html formatted email. To ensure delivery format in plain text
- Mass email should be sent from a verifiable University email account using @louisville.edu and not third-party accounts such as Hotmail or Gmail. They types of accounts cannot be verified as to their authenticity.
- Mass email should be sent using the Blind Carbon Copy (Bcc) functionality – this will prevent a user from accidentally use the 'Reply to All' option which would lead to another mass emailing – and can result in further replies.
- Use a clean and concise subject line that defines the purpose of the email. This helps the recipient recognize the email as legitimate and not take if for spam or phishing email.

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### GUIDELINES (continued):

#### Additional considerations

- Do not send attachments when doing mass mailings
- Target the audience – do not include everyone in the system address book

#### Use of Listserv

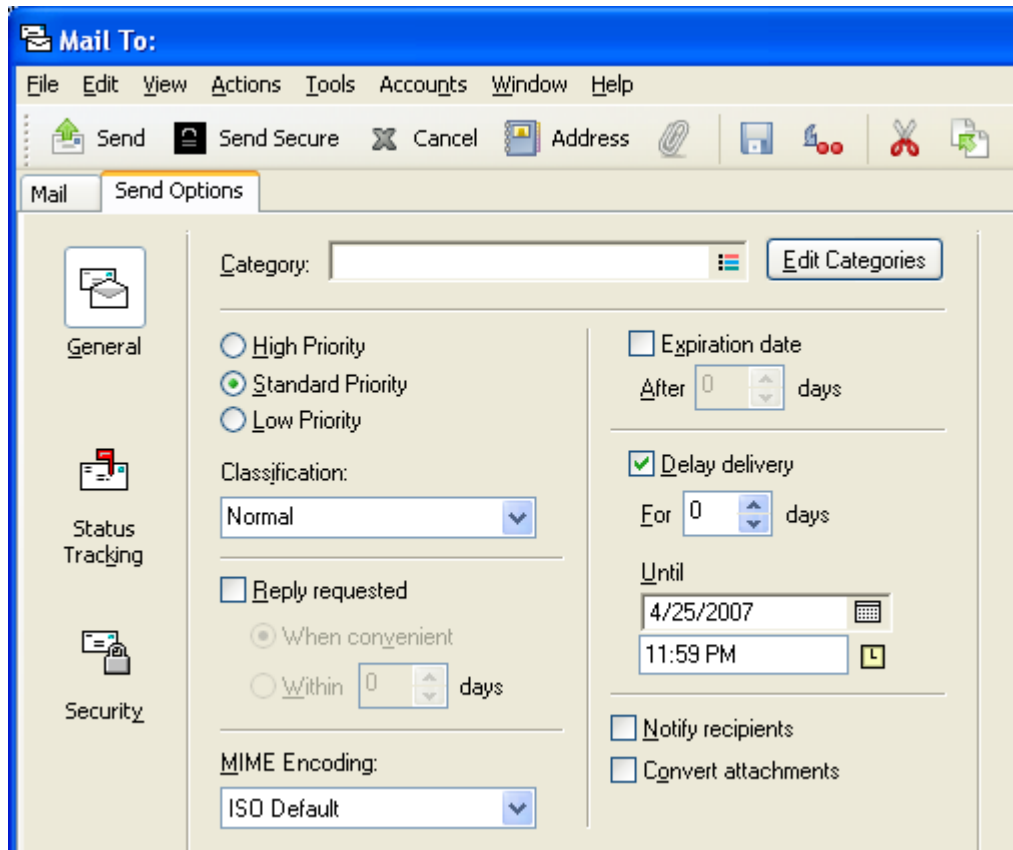
- **LISTSERV** (tm L-Soft, Inc.) *ListServ* is a commercial software product installed on the University's email system. It is designed to provide an easy way to create and maintain large email mailing lists. These lists can be used for the one-way distribution of information, for email based discussion, questions and answers, etc. Lists are created and "owned" by an E-mail user who manages the list's behavior. The same policies and guidelines for Mass email are applicable to Listserv mailing. To request a listserv go to: [uofl.louisville.edu/it/listserv](http://uofl.louisville.edu/it/listserv). To see a list of hosted lists at Louisville.edu go to <http://www.lsoft.com/scripts/wl.exe?XH=LISTSERV.LOUISVILLE.EDU>  
Listserv lists should allow the recipients to opt in or opt out of listservs.

#### Sending Mass Email to University Community via GroupWise

1. Notes are to be sent out individually to each post office (see list of Post Offices below). This will help prevent overloading the GroupWise mail servers. The university prefers that these mass mailings be sent at night using the 'Delay Delivery' option in GroupWise.
  - Prepare your email. Click on the 'Send Options' tab.
  - On the left hand column of the menu:
    1. Verify that the field "Reply requested" in the left hand column is not checked.
  - On the right hand menu is an option to 'Delay Delivery'. When you click that option the other options are made available:

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- Type in the date you want the mail to be sent and the time (after 5:00 p.m.). Please leave at least fifteen (15) minute intervals between each note.
  - Verify that the “Notify recipients” box is blank.
2. Determine your post office box.
    - Open the GroupWise Address Book. If the post office box is not one of the displayed fields, add it by right clicking in the header line, selecting "More Columns", then highlight 'Post Office Box' in the "available" column, click on 'add' and when it has moved to the right column, click OK. Look yourself up and find your post office box.
  3. Start sending the notes, beginning with your own post office. Type \* in the "To" field. Use the addresses show above and send e-mail to each post office box that should get a note. Type **\*.POBI** in the "To" field, blind copy yourself, and send your note after setting the delay, and turning off the ‘Reply requested’ and ‘Notify recipients’ fields.

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## Active GroupWise Post Office Boxes

Post Office Box	Campus	Address if it is your POB	Address if not your POB	Description
<b>POB1, POB2, POB3, POB4, POB5, POB6, POB7, POB8, POB9, POB10, POB11, POB12</b>	Belknap	*	*.pob1 *.pob2 *.pob3 *.pob4 *.pob5 *.pob6 *.pob7 *.pob8	Staff and student employees who were in departments located on <b>Belknap campus</b> when their LAN/GroupWise account was first created. We do not move people from one post office to another when they move from one campus to another.
<b>POH1, POH2, POH3, POH4, POH5, POH6, POH7, POH8, POH9</b>	HSC	*	*.poh1 *.poh2 *.poh3 *.poh4 *.poh5 *.poh6	Staff, student employees and HSC graduate students who were in departments located on the Health Science campus when their LAN/GroupWise account was first created.
<b>Students - HSC</b>				
<b>POHS1</b>	HSC	*	*.pohs1.hscs	<b>Dental Students</b> on the Health Science Campus
<b>POHS2</b>	HSC	*	*.pohs2.hscs	<b>Medical Students</b> on the Health Science Campus
<b>POHS3</b>	HSC	*	*.pohs3.hscs	<b>Nursing</b> on the Health Science Campus
<b>POHS4</b>	HSC	*	*.pohs4.hscs	<b>Health Sciences students</b>
<hr/>				
<b>Students</b>	Belknap			
<b>POS1, POS2, POS3, POS4, POS5, POS6, POS7, POS8, POS9, POS10, POS11, POS12, POS13, POS14, POS15, POS16, POS17, POS18, POS19, POS20</b>	All categories	*	*.pos1 *.pos2 *.pos3 *.pos4 *.pos5 *.pos6 *.pos7 *.pos8 *.pos9 *.pos10	<b>Students.</b>
<b>POS11, POS12, POS13, POS14,</b>	All categories	*	*.pos11 *.pos12	<b>Students.</b>

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POS15, POS16, POS17, POS18, POS19, POS20			*.pos13 *.pos14 *.pos15 *.pos16 *.pos17 *.pos18 *.pos19 *.pos20	
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### Why we are using this technique:

This technique will reduce SPAM by preventing recipients of the e-mail from responding to everyone who received the note. The sender will only see whether the item was sent to the post office. It will not show the individual user names. Instead an "\*" (asterisk) will show on the "To:" line. Recipients can reply to the sender only. Reply to All is unavailable.

### How to do it....

1. Notes are to be sent out individually to each post office. This will help prevent overloading the GroupWise

### REVISION HISTORY:

Version	Revision Date	Description
1.0		Original Publication

**This policy is subject to change or termination by the University at any time. This policy SUPERSEDES all prior policies, procedures or advisories pertaining to the same subject. Approved DATE by**