



## ***Global Email Messages***

### **What do you mean by global emails?**

There are 3 types of "global" emails;

- Communications sent by individuals using multiple unrestricted distribution lists
- Communications sent to the whole of the CFE Directorate through the use of the restricted access list (i.e. **\_CFE ALL**) or CFE News Update
- Communications sent to all KCC staff through the use of restricted corporate lists

Global emails can be immensely valuable as a communication resource for individuals or teams but **only** if they are properly targeted. Global emails sent without consideration and combined with a continuous flow of other global e-mails can be a source of irritation to many recipients.

#### **1. Global emails using unrestricted lists**

Most of the \_CFE distribution lists on the KCC network are available for use without restrictions. This is to ensure that the Directorate has the tools in place for all staff to communicate across the various areas of its work.

However, such ease of use does not mean that these distribution lists can be used irresponsibly. As with CFE-wide messages, consideration must be taken to ensure that appropriate distribution lists are used to target the information properly. They also need to take account of the Directorate's **No Attachment Policy**.

#### **Targeting Audiences:**

**Note:** *For more detailed information about the use of Distribution Lists i.e. how to access them, who owns them, who is contained within them and how you go about setting up a Distribution List, please see the **factsheet: Distribution Lists**.*

For ease of use and accessibility, all CFE distribution lists are prefixed with \_CFE on KCC's network. Many units have complete team distribution lists, but most also have team-within-team lists (which might be organized according to an area of work or a location). If you are unsure about whether to use the team or team-within-team lists, contact the owner of the main team distribution list to see if they can identify the most appropriate team-within-team list for your message.

You may also find that there is not an appropriate list or combination of lists to meet your particular communication needs. If this is the case, you should consider setting up your own



Distribution List or Personal Distribution List. There is no limit to the amount of lists that can be created and there is no problem if colleagues of e.g. cross-Directorate working groups want to set up a list that crosses teams, units and directorates. Such groups can also request that their list is restricted access to ensure that that list cannot be used by anyone outside the remit of their working area.

If you have any enquiries about the best approach, please contact CIG on **01622 221201**.

## 2. Global emails using restricted list

In line with KCC's **Customer Care Standards**, CFE will only send staff global emails where the information directly relates to the Directorate's activities and are relevant to all or most staff.

Although we appreciate that staff might like to notify the Directorate of e.g. personal initiatives or fund-raising events, a global email is not the appropriate channel for this.

If you feel your message requires communicating to all CFE staff, you need to discuss with the **Communication & Information Governance Team** (CIG) on **01622 221201**. If agreed, this can be sent by one of our users of the restricted **\_CFE ALL** list.

Normally, agreed CFE global messages will be sent to staff from the **CFE News Update** address.

If CIG are unable to approve the message as a CFE global email, they will be able to advise colleagues about other channels which might be better suited to communicating the message.

### **No Attachment Policy:**

CFE adopts a stringent **No Attachment Policy** when sending attachments on mass to schools.

Whenever you send an attachment ,including a graphic in a signature, to a distribution list the attachment is sent individually to everyone on that list. If the attachment is 1Mb and you have sent it 65 recipients you have sent 65Mb across KCC's email network. This potentially slows KCC's network and fills up the inbox for 65 email accounts.

Rather than send attachments, consider:

- Produce a summary and mention that the full document is available on request for those who need it.
- Uploading the document to shared team folders and send the recipients a link.
- Uploading the document to KNet or ClusterWeb and provide a link to the document.

If you require advice about the best approach, please contact CIG on **01622 221201**.

### 3. **Global emails using unrestricted lists sent corporately**

KCC uses the same considerations as detailed above in the use of global emails sent to all staff. So staff can recognise essential messages, they adopt two types of global email:

**ExtraMail** is used to send out messages and information relating to KCC's day-to-day activities of interest to all or most staff. This includes information about KCC services and events, changes to procedures, office moves, change of contact details, KCC-supported charity events and anything else likely to have an impact on all or most staff.

**MustReadMail** is used for business-critical information that is considered both urgent and important and that is of relevance to all or most staff. It is used sparingly so recipients can be confident that the message is important.

In both cases, these emails will be authorised and disseminated through Corporate Communications. If you need advice about whether your message is appropriate for this method please discuss it with us first OR contact Corporate Communication.

**Property Issues:** If there are property issues (e.g. a spate of thefts in a particular building or a potential Health & Safety issue regarding particular buildings) which affect cross-directorate staff who work in that particular building, they should be discussed with Maureen Allen on **7000 4168** in the first instance.