

## Electronic Messaging

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### Scope

This policy applies to all individuals with a University of Nebraska Omaha (UNO) email address or other official messaging tools, to send electronic messages to announce, promote and advertise should adhere to this policy.

### Policy Statement

UNO email may not be used to send or transmit unsolicited electronic messages to other University of Nebraska addresses where the primary purpose of which includes but is not limited to informing, announcing, advertising, or promoting an event, product, program, service, group/division/unit/college, or person.

Acceptable email messages include:

- Messages within a division, college, department or academic course
- Announcements about a UNO service to individuals identified as using that service (Note: potential use does not qualify as using the service)
- Messages to opt-in mailing lists, if the topic matches the intended purpose of the list
- Sanctioned University of Nebraska enrollment or employment notifications

- UNO Maverick newsletters to faculty, staff, and students sent by University Communications
- Messages submitted to University Communications that receive approval from the UNO office of the Chancellor or from the NU President's office

The use of university information systems, including email, is subject to the [NU Executive Memorandum 16](#).

## **Reason for Policy**

This policy is to protect UNO and its faculty, staff and students from violating anti-spam email and messaging laws and align the campus with best practices in email promotion and marketing. This policy also works to remove unsolicited emails sent internally and through the Nebraska system of campuses and externally to the UNO community.

## **Procedures**

Violations may result in loss of email access. Reporting violations and or governance should be directed to the Digital Communications Executive Committee via the Digital Communications Team.

## **Forms**

For any electronic messaging initiatives UNO faculty, staff, and students should contact University Communications via the [Start Your Project form](#).

## **Related Information**

### **Additional Contact**

Internal Communications Coordinator  
[unonews@unomaha.edu](mailto:unonews@unomaha.edu)

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[NU Executive Memorandum 16](#)

[UNO Digital Communications Governance Policy](#)

## **History**

This policy is an update to the Mass Email Policy that was previously updated in 2011.

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The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment.

