Pinpointe
Guidelines for Sending Emails Through Pinpointe

Below you will f nd sets of procedures, criteria, def nitions of acceptable and prohibited use, as well as

PROCEDURES:

- Submit email requests through the Marketing and Communications Support Center

  - Please note, if you are already working with Publications on an invitation and/or poster for your event/announcement, indicate that in your request and the two off ces may be able to collaborate to ensure consistent messaging and graphics.

- Submit requests 5-6 business days prior to the send date

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    - This photo has to meet the standards for quality reproduction (640 pixels wide and 72 dpi)

    - Copyrighted photos cannot be used. Please refer to the SU Flickr Gallery for off cial University photos if needed.

- Be sure to provide the email list or let the Digital Strategy Group know what campus group(s) need to receive the email. Digital Strategy has email lists of all students, faculty, and staff. Please put in a request through University Advancement or through the GullNet self-service portal for any other lists.

- The Digital Strategy Group will process your work order and assign our graphic designer.

  - The graphic designer will work directly with you to complete and proof the email.

  - The request will be proofed and edited as necessary for design, accuracy and University copy style.

- After the email is reviewed and approved by you, it is scheduled and sent using Pinpointe.

RECOMMENDED CRITERIA:

The off ce/department/individual making the request shall adhere as best they are able to the following criteria for submitting broadcast emails through Pinpointe:

- The content of the email should be relevant to the off cial business of the University and must meet the "Acceptable Use" standards described below.

- The email must not meet any or all def nitions of "email spam" described below.

- The request must have been made 5-6 days prior to the send date, unless otherwise approved by Digital Strategy.

- Provide an appropriate email subject line and email copy. Please note, the design and copy will be edited by Digital Strategy and Publications as needed. **Copy will not be created for you**.

- The email must be sent from a valid Salisbury University address. The person making the request is required to have access or permission to send from this address. When possible, it is highly recommended emails are sent from a departmental/ off ce email address and not an individual email account.

SELECTING YOUR AUDIENCE:

n The chosen recipients should be from among the pre-set 'All SU Faculty,' 'All SU Staff,' and 'All SU Students' email lists.