



All Users Email Broadcast Guidelines

Document Type	Guidelines	Document developed by	National Communications Directorate
Approval Date		Document author	Stephen McGrath
Document reference number		Document approved by	
Revision number		Responsibility for implementation	
Revision Date		Responsibility for review and audit	Director of Communications
Draft or Final document			

“All User” Broadcasts

The following guidelines are for use by the HSE’s ICT Service Desks and Communications personnel when dealing with requests for “all user” broadcasts (email messages that are sent to all staff in a particular service division or geographic area i.e. HSE National Division, Service Area or geographic area).

Purpose

To apply consistency in decision making with regard to requests for “all user” broadcasts and to ensure that the best interests of the HSE are followed.

Scope

These guidelines are for the guidance of HSE staff working in the organisation’s ICT Service Desks and Communications Departments.

“All User” Broadcast Requests

When dealing with an “all user” broadcast request consider the following:

- What is the reason for this request and how will a broadcast help to further the aims of the request owner and the best interests of the HSE?
- Who is being sent the broadcast and why?
- Will those receiving the broadcast get value from it?
- Is the broadcast necessary or could the desired messages be communicated to the intended audience in other ways such as a posting on the Intranet.

Policy

In general the “All User” broadcast facility should not be used for:

- Commercial companies to promote or sell their products or services to HSE staff unless approved at AND/ Chief Officer or Hospital Group CEO level or higher and agreed with National Communications.
- Advertising charity work or fundraising efforts or promotion of specific causes of outside organisations/companies unless approved at AND/ Chief Officer or Hospital Group CEO level or higher and agreed with National Communications.
- Promotion of external courses or training.
- Advertising of local community (non-HSE) activities unless approved at AND/ Chief Officer or Hospital Group CEO level or higher and agreed with National Communications.

Surveys

Requests to distribute email surveys should come from and be approved by one of the HSE Divisions and be referred to National Communications for approval.

This applies to requests from members of staff, outside organisations or individuals not working with HSE.

Advertising of Posts

All requests to advertise posts or Expressions of Interest should come from and be approved by one of the HSE Divisions.

Message Owners

- It is essential that “all user” messages have an owner and include the owner’s contact details so that staff can respond or seek clarification about the message.

Content

- The content of “all user” messages is the responsibility of the data owner and not the OCIO or Communications. Message owners are responsible for the accuracy of information contained in their messages. Data owners should be aware of and recognise this responsibility before making requests for “all user” broadcasts. The information should be easy to read and understand.
- Messages should be concise and well written. No form of discriminatory comment, aggression, harassment or bullying is permitted through emails. Messages should be text based and will not contain graphics unless approved in advance.

Support

- If a member of the ICT Service Desk is unsure of how to deal with a request for an ‘all user’ broadcast they can refer the request to the National Communications Division for a decision on the matter.

Confidential Information

- The “all user” email facility must never be used to communicate confidential information or employee or patient personal data.

Attachments

- “All user” broadcasts must not carry attachments.

Note: All email messages are subject to the rules of the HSE’s electronic communications policies, and HSE policies.