



## Broadcast content policy

Internal communications are responsible for all content that is published through broadcast email. The focus for Broadcast email is consistent, professional and effective messaging for staff. This policy is for the guidance of HSE staff making requests for a broadcast email to be sent to all staff users.

### Before requesting a Broadcast email, consider the following:

- What is the objective of this message & how will a broadcast help to deliver on the objective?
- Will those receiving the broadcast get value from it?
- Could the desired message be communicated to the intended audience in other ways such as a posting on the Intranet or through a newsletter?

### Requests for broadcasts

Requests with content should be sent to [internalcomms@hse.ie](mailto:internalcomms@hse.ie) at least one week before the email needs to go. You can book a placeholder for an email to go up to two weeks in advance but we need to have the content **one week** before the email is scheduled to go. If you don't send us your content one week before you may lose your booking. We will accommodate late bookings where possible.

Please check that the information in your email is accurate.

Internal Communications cannot fact check the details of your message.

The information should be easy to read and understand. Using clear language will result in your broadcast email being finalised more speedily.

Content should adhere to [clear communication guidelines](#) and [content rules developed by HSE Digital](#). You will find further information on how to write good broadcast emails in our guide



Currently we are not sending emails to all users about job opportunities.

Word count should be no more than 200 words. Please avoid using quotes as they generally do not add value to your message. Make sure to include contact details so that the reader can contact you if they have further questions.

At this time, we cannot include graphics or attachments on broadcast emails. We encourage the use of hyperlinks directing staff to the HSE website where they can access more detailed content. Internal Communications can provide analytics on the number of staff clicking on the links in your email.

## Final Versions

It may be necessary to edit content and change the structure of your broadcast email to improve readability. Any changes to the content of a broadcast email will be sent to the requester for fact checking before the email is circulated. Internal Communications will have final say on the version that issues.

## Scheduling

There are two broadcast email slots per day. We want to achieve a high level of staff engagement with your content. We will prioritise requests as needed and we may have to move the time and date of your email in the case of a more urgent priority. Requesters will be informed of this in advance of a change to their scheduled broadcast.

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