

myRedDragon Targeted Messaging (formerly Communicate) Policy

Targeted Messaging is a tool within myRedDragon that enables authorized senders to send messages to a custom population of students, faculty and staff.

Targeted Messaging sends a message to the recipient's official cortland.edu e-mail address and also places a message in the recipient's My Messages channel within myRedDragon. Additionally, recipients may elect to receive Targeted Messaging messages in their Facebook or Twitter accounts.

1. Appropriate Use

Targeted Messaging is a powerful, mass messaging tool; therefore, it is essential that senders use it appropriately. Every time a sender uses Targeted Messaging, he/she should ensure the message content is appropriate to the recipient audience. Examples of appropriate messages:

- Upcoming academic or program deadlines
- Class cancellations for specific courses
- Changes to College, school or department/office policies and procedures

Targeted Messaging should not be used to advertise events to large audiences. Examples of inappropriate messages:

- Notification/reminder of events listed in myRedDragon, the campus calendar or sent through e-mail distribution lists.
- Notification to all users of an item that only affects a portion of the users

Targeted Messaging messages are internal in the sense that they are only received by faculty, staff, and students of the College.

2. Targeted Messaging Message Guidelines

All messages sent through Targeted Messaging must comply with this policy, college e-mail policies and the myRedDragon Announcement Policy.

- a. Messages - must not contain personal or sensitive data.
- b. Title – should be short (50 characters or less), yet clear enough to convey the subject of the message.
- c. Text – should be brief and include all necessary information.
- d. Attachments – should be pertinent to the text, and be less than 100 KB.
- e. Reply to information – Targeted Messaging messages do not permit the recipient to reply. Therefore, all messages should contain a reply to e-mail address within the body of the text.
- f. Content and Tone - users who send Targeted Messaging messages are responsible for their content. These messages should be both informative and cordial. Blunt statements and brash directives are inappropriate. Communication

that is fraudulent, harassing, defamatory, obscene, threatening or in violation of state or federal laws or College policy is prohibited.

3. Authority to use Targeted Messaging

The ability to send messages through Targeted Messaging is only available to internal departments and offices. Department heads may request authorization for two individuals within their department using the Request for Access to Targeted Messaging form.

Prior to receiving access to send messages through Targeted Messaging, every authorized user must agree to abide by this policy, college e-mail policies, and the myRedDragon Announcements Policy. Additionally, all Targeted Messaging users must complete training. Training is available by contacting the Information Resources Support Center (THC@cortland.edu).

4. Violations/Abuses

Violation or abuse of this policy may result in restriction of access to Targeted Messaging and SUNY Cortland's e-mail system and/or other sanctions including appropriate disciplinary action.