



## UNIVERSITY OF CALGARY FACULTY OF ARTS

### **POLICY AND PROCEDURE FOR USE OF arts-L (ALL STAFF/FACULTY EMAIL LIST) Updated August 2018**

#### **Instances where we send to the arts-L email list are:**

- An email from the Dean of the Faculty of Arts
- An email from a member of ELT
- An email communicating an emergency situation
- One-off instances that affect every member or the vast majority of members of the list. These are normally approved by the Director of Communications and Marketing, the Dean or Vice-Dean.

The arts-L email list is not to be used to promote departmental events or announcements. During the fall and winter terms, information of this nature could comprise upwards of 40 emails in a single week, creating too much email for recipients and workload for list approvers. Therefore, those events and announcements should be communicated in Arts Engage, where they are synthesized into a single weekly email. In some instances they may also be promoted on social media.

#### **Process to promote an event or announcement in Arts Engage:**

Arts Engage is published on Friday mornings, weekly, with a brief hiatus or reduced publication schedule between the fall and winter terms as well as during the summer months (July/August). Content for Arts Engage should be sent by noon on Tuesdays for inclusion in that week's issue.

- 1) To place an event in Arts Engage, please send the following information in an email to **artsengage@ucalgaryca**
  - Event title
  - Event date
  - The url we can link to in Arts Engage
- 2) For a Faculty of Arts social media post (Facebook, Twitter), please also include the following information:
  - The exact text for use on social media, including urls and graphics. (Note the twitter character limit is 140).**OR**
  - Let us know if you have tweeted this content, including the date and time, and we will retweet it from the Faculty of Arts twitter account.