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.

Prepared by Faculty of Arts Communications and Marketing August 2018