

# Student Life Bulk Email Best Practices

The Texas A&M Technology Services Bulk Mail Service (Bulk Mail) is a mass-email service provided to the Texas A&M University community in support of the university's mission. It is intended to make the community aware of events and opportunities available to them which are offered or sponsored by colleges, departments, divisions, groups, or individuals currently affiliated with the university (the University Community), including special programs, speakers, research opportunities, and events.

The bulk email system has a set of **guidelines** that staff should review. The highlights are:

- No more than 2 messages can be sent on one topic or event.
- Messages on the same topic or event cannot be sent less than 7 days apart.
- Document file size cannot exceed 100KB.
- Lead time to **submit a Bulk Email** is 5 days minimum.

Below is a list of best practices to complete before submitting bulk emails to the Communications Manager:

- Write in **AP Style**
- Minimize text in email banner images
- Double-check hyperlinks
- Double-check dates and years
- Double-check formatting to ensure it is consistent
- File size must be under 100 KB
- Link any social media icons
- Add Alt Text** to all images, unless decorative
- Send bulk email to supervisor for review

## Accessibility Pro Tips

Hyperlinks should be attached to the action or the destination. Examples:

- For more information, visit the **Student Life website**.
- **Visit the Student Life website** to learn more about our programs.

Do **NOT** hyperlink the word "here".

Email banners should be primarily decorative and have minimum text/information.

**Questions?** Contact your friendly neighborhood Communications Manager.



Student Life

DIVISION OF STUDENT AFFAIRS