



City of Riverside Administrative Manual

Effective Date: 11/2013
Review Date: 11/2016
Prepared by: City Manager

Approved:

Glenn C. R... Department

City Manager

SUBJECT:

Use of Mass Internal E-mails

PURPOSE:

To ensure appropriate use of mass internal e-mails.

SCOPE:

This policy establishes formal guidelines and a procedure for considering the appropriateness of e-mails to be distributed through the City's internal communications network.

POLICY:

Mass internal e-mails can provide a valuable means of disseminating timely information regarding issues of broad applicability to the City workforce. This policy is designed to help ensure that this system is used appropriately, to minimize distraction to City e-mail users and to ensure the credibility of this important communications tool.

Guidelines

In requesting distribution of mass internal e-mails, departments/divisions shall consider the following:

- The e-mail pertains to all City employees, such as network system updates or Human Resources training programs;
- The e-mail pertains to a City event (Example: Concerts in the Park program); or
- The e-mail pertains to a City-sponsored event (Example: Keep Riverside Clean and Beautiful clean-up event).

PROCEDURE:

Responsibility	Action
Department/Division	For any email request, provide the information directly to the City Manager's Office, indicating approval by the department head, or his/her designee.
City Manager's Office	Considers all requests in a timely manner and forwards those mass e-mails deemed consistent with this policy (excluding announcements pertaining to the status of technical systems (e.g. system outages, software updates, etc.).
Innovation and Technology Department	May issue announcements pertaining to the status of technical systems (e.g. system outages, software updates, etc.) upon approval by the CIO or his/her designee without seeking approval from the City Manager's Office

Distribution: Regular