

## Monash University Policy

<b>Policy Title</b>	Student Electronic Message Broadcast Policy
<b>Date Effective</b>	01-May-2013
<b>Review Date</b>	01-May-2016
<b>Policy Owner</b>	Executive Director, Student Services Division
<b>Category</b>	Operational
<b>Version Number</b>	2.0
<b>Content Enquiries</b>	Policy.role@monash.edu
<b>Scope</b>	Staff responsible for the use of Monash Electronic messaging systems. All students
<b>Purpose</b>	This policy establishes the manner and mechanism by which electronic messaging systems may be used to communicate with groups of Monash students.
<b>POLICY STATEMENT</b>	

Student Communication Services will develop communication protocols and guidelines to support effective communication with current students.

eSolutions will develop and maintain systems for authorised people to distribute global and bulk messages to students.

Consideration should be given to the most appropriate method of communicating electronically with students. While email sent to Monash University student accounts is the most commonly used electronic messaging system, alternative methods include broadcast (all students) or narrowcast (specific group) via the my.monash portal, websites, social media channels, Google+, SMS via mobile phone, and Moodle. For more information on alternative communication mechanisms refer to the Student Communication Channels document.

<b>Supporting Procedures</b>	<a href="#">Student Electronic Message Broadcast Procedures</a>
<b>Responsibility for implementation</b>	Manager, Student Communication Services
<b>Status</b>	Revised
<b>Approval Body</b>	<b>Name:</b> Chief Operating Officer and Senior Vice-President (Administration) <b>Meeting:</b> n/a <b>Date:</b> 01-May-2013 <b>Agenda item:</b> n/a
<b>Endorsement Body</b>	<b>Name:</b> Executive Director, Student Services Division <b>Meeting:</b> n/a <b>Date:</b> 23-April-2013

	<b>Agenda item:</b> n/a
<b>Definitions</b>	
<b>Legislation Mandating Compliance</b>	<a href="#">Spam Act 2003 (Cth)</a> <a href="#">Privacy and Data Protection Act 2014 No. 60 (VIC)</a> <a href="#">Equal Opportunity Act 2010 No. 16 (Vic)</a> <a href="#">Racial Discrimination Act 1975 (Cth)</a> <a href="#">Sex Discrimination Act 1984 (Cth)</a> <a href="#">Disability Discrimination Act 1992 (Cth)</a> <a href="#">Communications and Multimedia Act 1998 (Malaysia)</a> <a href="#">Personal Data Protection Act 2010 (Malaysia)</a> <a href="#">Electronic Communications Act, 2005 (South Africa)</a> <a href="#">Electronic Communications Amendment Bill, 2012 (South Africa)</a> <a href="#">Protection of Personal Information Bill 2009 (South Africa)</a>
<b>Related Policies</b>	<a href="#">Information Technology Use Policy - Staff and Other Authorised Users</a> <a href="#">Social Media Policy</a>
<b>Related Documents</b>	<a href="#">Bulk Email Messaging Guide</a> <a href="#">Student Communication Channels</a> <a href="#">Australian Consumer Law Compliance Guide</a>