

SOJC COMMUNICATION EMAIL PROCESS

The following steps outline the SOJC external email processes to ensure emails are reviewed, approved and delivered by requested send dates.

Initial Request

All email requests sent by the SOJC communication team must be requested through [Michelle Hyland](#) and [Andra Brichacek](#) three weeks prior to the requested send date to ensure delivery.

Content Needs

1. Copy is drafted by the requestor and approved by all stakeholders
2. Approved copy is provided to the communication team in a Word document three weeks prior to the requested send date

Recipient List

1. The department requesting the email will provide an Excel document listing each recipient one week prior to the requested send date
 - List Requirements are as follows (note: lists are rejected if they do not meet these requirements)
 - Excel column format: Email, First Name, Last Name
 - All duplicate email addresses must be removed

Preview

1. The communication team will build the email and send a preview email to all stakeholders
 - The preview email is intended to allow stakeholders to double check click-through links, images, copy and sender information
 - When possible there will be a 2 day review period to allow all stakeholders the opportunity to review the email

Distribution

1. Once the preview email is approved the email will be scheduled with central for the intended release date