

Town Announcements Policy

Policy Number 020813, Amended/Approved 07/05/2022

Purpose

Shutesbury's email notification system is intended to provide information on local governmental events and developments to subscribers of the Town Announcements List.

Use of the Town Announcements List

The Web Communications Committee encourages Town boards, committees, and departments to use the email list to announce an event, provide information, or solicit information or assistance from List subscribers. The Committee will either provide approved users with information to send emails to the List or will send a fully-composed email on the user's behalf. The Committee will not compose email messages.

Guidelines for Town Announcement emails

All emails sent or submitted for sending must be from a recognized Town entity and be factual in nature (neither advocating a position or vote nor promoting a commercial interest). It is recommended that Town Announcements be used for items with a short-notification window, that is, for timely reminders or developments of immediate interest.

Sending messages directly to the Town Announcements List

Town officials (committees, boards, departments or employee) may send emails directly to the List. All emails sent to the List must comply with the guidelines for emails, as cited above.

Requesting that a message be sent to the Town Announcements List

Messages being submitted for sending should be sent in an email addressed to web@shutesbury.org with "request for Town Announcement" as the email subject. The email must include the following information:

- Subject of Town Announcement (a short topic title)
- From (email address of the Town entity sending the Town Announcement)
- Full text of the message to be sent as the Town Announcement

The submitting email should include the sender's contact information (name, email, and telephone number) for any follow up questions that the Web Committee may have about the message.

Questions and Issues

Questions and issues about any aspect of the Town Announcements List should be brought to the attention of the Chair of the Web Communications Committee. If a complainant is dissatisfied, he or she may appeal to the full Committee, then to the Selectboard for resolution.