Best Practices for Using Lyris

Lyris is a tool that Duquesne uses to communicate via email internally and externally.   The communications have various purposes:
- Internal/External Communication
- External Marketing of Programs and Events

To ensure reliable delivery of all Lyris email, following best practices will help avoid getting "Blacklisted" and ensure better campaign success:

BLACKLISTING – is when an **ISP** (Internet Service Provider, such as Comcast, Yahoo, etc.) identifies email activity coming from an IP address or email account sending mass mailings.

DO:
- Use lists containing people who have signed up to receive email from you. Some examples of these types of lists are leads obtained through job fairs, events, and requests for information. If you purchase a list, ensure that the provider has contacts that have "opted in" to receive related messages.
- Include a line to "unsubscribe."   Always honor opt-out requests and remove from future mailings. By not honoring unsubscribe requests, ISPs can flag your address as a SPAM and even charge fines. You can do this by adding the following to your email message:

  > **You are currently subscribed to %%list.name%% as: %%emailaddr%%.**
  > **To unsubscribe, reply to this email with "unsubscribe" in the body.**

- Include a physical address at the bottom of every bulk email sent to non-DU students and non-applicants. (ex: "Duquesne University, Office of Admissions, 600 Forbes Avenue, Pittsburgh, PA 15282.")
- Includes links to important information and/or PDFs on the web. PDF attachments are not recommended.
- Ensure the "From" and "Subject" lines are descriptive (i.e., From: should be more than "Duquesne University," such as the office or school name; the subject should describe the main message).
- Use short, easy-to-read and relevant copy. Incorporate bullets to break up long messages and use hyperlinked text for web links rather than listing long URLs.
- Test: send a test email to yourself and others in your office to ensure that the message is formatted properly.
- Contact CTS if you need to mail to Lyris lists containing more than 10,000 email addresses.

DON'T:

- *DON'T SPAM by sending unsolicited commercial email!!!* It is considered a Violation of our Acceptable Use Policies and Guidelines to distribute unsolicited commercial email. Spamming is punishable by blacklisting and termination of service, and has also been outlawed by many states.

- Buy an **e-mail** list from a random provider and email those who have not "opted in" to receive related email messages; the list vendor should specify that their list is "opt-in" or better, "double opt-in."
- If you acquire an email list for one-time use, do not use more than once.
- **E-mail** too frequently. ISPs (Internet Service Providers, such as Comcast, Yahoo, etc.) identify email addresses that send large volumes of messages and sometimes will blacklist based purely on the volume of messages in a specified time period.
- When communicating externally, it is essential to do so in a way that represents Duquesne University in a positive light. Only @duq.edu email addresses may be administrators of a Lyris list or have the ability to send to a Lyris list.   Please contact the CTS Help Desk for further information.

Failure to adhere to the guidelines above could result in the immediate removal of your Lyris list.