

Student Communication Policy

Determining the most appropriate communication tool

The following chart outlines message content and the most appropriate tool(s) for the message.

Message content	Carleton Email (official) (sent via portal or Outlook from a Banner report)	Email newsletters			MyCarleton Portal Tools			Electronic signage		Websites			Mobile app Current student	Event Calendar(s) Main, departmental, student	Social Media
		Faculty	Undergraduate Student	Graduate Student	Announcement channels	Carleton Central	cuLearn	LED	DSS	Homepage	Student site(s)	Faculty			
Personalized (private financial, academic, library)	✓	-	-	-	-	-	✓	-	-	-	-	-	-	-	-
General (public financial, academic, library, dates, deadlines, etc.)	-	✓	✓	✓	✓	✓	✓	-	✓	-	✓	✓	✓	✓	✓
Events (public)	-	✓	✓	✓	✓	-	-	✓	✓	✓	✓	✓	✓	✓	✓
Events (personalized by invite only)	✓	-	-	-	-	-	-	-	-	-	-	-	✓	-	-
News and announcements	-	✓	✓	✓	✓	-	-	✓	✓	✓	✓	✓	✓	-	✓
Message from the President	-	✓	✓	✓	✓	-	-	-	-	-	✓	-	-	✓	-
Crisis – ENS	✓	-	-	-	✓	-	-	-	-	✓	✓	-	-	✓	✓