

Town Announcements Policy

Policy Number 020813, Amended/Approved 08/26/2025

Purpose

The Shutesbury's email notification system was established to provide information on local municipal events to subscribers of the Town Announcements List. That list is subject to the Massachusetts Public Record Law and is available to anyone who requests it.

Use of the Town Announcements List

The Web Communications Committee encourages Town boards, commissions, committees, and departments to use the email list to announce activities (such as a nature walk, library program, or lunch gathering), to distribute public health information, to serve notice of a public hearing, or to invite committee membership. The Committee will send a user's fully-composed email to the List on the user's behalf (the Committee does not compose email messages). Approved frequent users will be provided with information needed to send emails directly to the List.

Guidelines for emails

All emails sent, or submitted for being sent, must come from a recognized "@shutesbury.org" entity and be factual in nature, neither advocating a position/vote nor promoting a commercial interest.

Process for submitting emails to be sent to the Town Announcements List

Emails submitted for sending by the Web Communications Committee should be addressed to: web@shutesbury.org. All submitted emails must include the following information:

- Subject: short topic title
- From: email address of Town entity
- Requested send date
- Announcement text can include links, but neither inserted images nor attachments are possible in the MailChimp system.

The email will be reviewed for compliance. Please check your email for any question or request for clarification from the Web Communications Committee. If everything is in order, your message will be sent to the email List on the requested send date.

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.