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E-BLAST POLICY

Email blast (“E-blast”) is an email that is sent directly to a recipient’s email address from the City of Diamondhead. The recipient must sign up to receive these city emails. The recipient may also request to be removed from receiving emails from the city. The city does not remove a recipient unless requested.

The City Council hereby sets forth its E-Blast Policy and authorizes the Administration to use the E-blast system for the following types of communications with the E-blast system without further City Council approval:

1. City sponsored events
2. Communications sent by the Hancock Emergency Operations Center (EOC)
3. Communications from the Hancock Sherriff Office or Diamondhead Police (i.e. public safety, traffic problems, animal control, weather, crime, etc.)
4. Community blood or food drive information
5. Hancock Military Banner Program
6. Chamber of Commerce events located in Diamondhead
7. Disaster preparedness and recovery information
8. General information about City Hall operations (i.e. office closed for weather, limited access to the building, etc.)
9. Promotion of city council meetings, town hall meeting and ward meetings

The City Council prohibits the Administration from distributing the following types of communications with the E-blast system:

1. Any political messages OR messages promoting a specific candidate or ballot initiative
2. Promotion of any individual business or non-profit organization

If a City Council Member or the Administration requests a message to be E-blast that is not specifically approved above, the City Council must approve the distribution of this message by a favorable vote in a public meeting. The Council Member or Administration must submit an RCA and provide specific language that will be used in the E-blast message as well as any attachments or pictures for City Council approval.