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What to Consider When Scheduling Your Email [1]



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Schedule your message based on email send reports that indicate when your audience is most likely to engage with the content.

Examples of strategic email scheduling include:

- Consider the time that might work best for your audience. For example, faculty and staff are most likely to engage with your email during business hours.
- For smaller email sends, the best time to send a message is between 10:00 a.m. - 12:00 p.m. and from 2:00 p.m. - 4:00 p.m.
- Determine how frequently you would like to have email campaigns. Don't send too many, but make sure you're sending them often enough. Sending too often may result in unsubscribes. Use your email send data to guide this decision. Your eComm Specialist can assist you in getting the information you need to guide your future efforts.

Work with your eComm Specialist [3] to access your email send data and make decisions about future sends accordingly.

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