How do I make sure mass email messages from 3rd party vendors will not be blocked or flagged as SPAM?

Tell Me

Email services that are supported by the University are found here.

If you are using a 3rd party vendor not supported by the University (iContact, Constant Contact and Mailchimp):

1. Email gets flagged as SPAM or blocked for many reasons including:
   1. Subjects
   2. Embedded images
   3. Mixture of upper case and lower case text
   4. Word choice
2. We recommend you always send a test message.
3. If you are using a 3rd party vendor e.g. MailChimp, Constant Contact, iContact, you need to be aware of the DMARC and DKIM requirements.
   1. See this FAQ for more details
   2. To make sure the software is configured correctly, submit a request to ITS and include the information provided by the vendor:
      1. a list of the vendor's email servers so that they can be added to the University SPF record
      2. the vendor's DKIM key.
   3. This request will be routed to the Security team; they will work with you to get the necessary changes implemented and to review test messages

Related FAQs

Page: Why is DMARC important?
Page: What is DMARC (Domain-based Message Authentication, Reporting and Conformance)?
Page: What is DKIM (Domain Key Identified Mail)
Page: How do I test for DMARC compliance when I am working with a third party vendor to send mass emails from an @uncc.edu account?
Page: How do I make sure mass email messages from 3rd party vendors will not be blocked or flagged as SPAM?