

# The Common Concern: Named vs Generic Emails

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**Stop ignoring the way schools want to be approached—by overlooking their preferred contact methods, you risk missing out on meaningful connections and efficient communication with the very decision-makers you’re trying to reach.**

A question we often hear from clients is, “Are these named emails? We don’t want generic ones.” But let’s rethink this for a moment. Generic emails, such as `info@schoolname.sch.uk`, are not just placeholders—they are the main contact point schools have explicitly put forward for communication. Ignoring them means ignoring the schools’ preferred method of being reached.

## ***The Problem with Third-Party Restrictions***

Why, then, are these emails dismissed by third-party providers? Many platforms disallow campaigns targeting these addresses, citing policies against generic emails. But consider this: if most suppliers are funnelled towards targeting named contacts only, this creates two major issues:

1. Audience Saturation: Named recipients are overwhelmed with campaigns.
2. Underutilisation: Schools’ primary points of contact—set up to streamline communication—are being neglected.

## ***A Real-World Disconnect***

Picture this: A school leadership team specifically instructs suppliers to email their main contact address, marking the relevant department in the subject line. This is their clear, intentional request. Yet, third-party platforms restrict this, preventing you from fulfilling the school's guidelines. Out of 25,600 schools providing these main email addresses, only a small fraction are being utilised. The result? Missed opportunities, inefficiencies, and frustration for both parties.

## ***The Solution: Break Free from Restrictive Practices***

It's time to stop letting third-party providers dictate who you can contact and how you can reach them. Instead, we must:

- Recognise the value of generic emails as the central hub for school communications.
- Adopt tools and systems that respect schools' preferences.
- Ensure compliance with regulations like UK GDPR while maximising outreach potential.

## ***Conclusion***

The education sector thrives on effective communication. By prioritising schools' own instructions and breaking away from restrictive third-party practices, we can ensure campaigns are meaningful, efficient, and aligned with schools' needs. Let's rethink how we engage with schools—on their terms, not under someone else's rules.