

## SPE-GCS Email Guidelines

In order to properly and efficiently send e-blasts for your study group or committee, we ask that you follow these guidelines when requesting an e-blast.

### EMAIL MARKETING PROCESS

**1-2 Months** prior to the start of an event (includes webinar events as well)

- Create an event on the Event Calendar on [spegcs.org](http://spegcs.org).
- You must provide the following information in your email request to the webmaster at [webmaster@spegcs.org](mailto:webmaster@spegcs.org) in order for the webmaster to accurately create your eblast:
  - A link to the event on the [spegcs.org](http://spegcs.org) website.
  - Subject line that includes the study group name, date and event information.
    - Example: SPE-GCS Westside Study Group Luncheon, Sept 17
  - If content exceeds 6-7 lines of copy, provide the revised text for the body of the email.
  - Any additional information you would like featured in the e-blast.
  - The name of the group(s) you wish to receive the e-blast.
    - **NOTE:** If you wish to send the e-blast to multiple study groups/committees, you must provide prior approval from the chairs of **EVERY** study group and/or committee that will receive the email.
  - The date and time you would like the e-blast to be sent.

The webmaster will create an e-blast based on the information provided above and send a preview of the e-blast to the person(s) requesting the e-blast.

Review the preview email and send an email to the webmaster with edits or approval.

Once the email is approved, the webmaster will schedule the email to go out to the group(s) on the date/time agreed upon.

**1 Week** prior to the start of an event (includes webinar events as well):

- Send an email to [webmaster@spegcs.org](mailto:webmaster@spegcs.org) if you wish to have an additional email sent to your group(s) to increase registration numbers.
  - **NOTE:** We strive to carry out any last minute requests, but cannot guarantee that every request will be received and executed in the timeframe requested.

## BASIC GUIDELINES AND RESTRICTIONS FOR EMAIL MARKETING

### Requesting An E-blast:

- To avoid confusion, all e-blast requests must come from only **1** person from the study group or committee so make sure you have all of the information organized within your group before requesting e-blasts.
- Email requests for an e-blast to be distributed to the entire section must have at least **3** board members approval.
  - **NOTE:** Board approval must be obtained prior to requesting the email for the webmaster to send out.
- You must get permission from other study group chairs **EVERY TIME** you want to send an e-blast to multiple study groups.

### E-blast Content:

- The webmaster uses the information provided on the event detail page on the [spegcs.org](http://spegcs.org) website. Any information omitted from the website will not be included in the e-blast unless otherwise requested.
- We will not combine study group/committee emails into one unless it is a joint committee/study group event.

### Distributing E-blasts:

- No more than 2 emails will be distributed for each event.
  - **NOTE:** Exceptions can be made under very special circumstances and will require approval.
- Additional email addresses may be added to the distribution list as long as they have given prior consent to receive emails from [webmaster@spegcs.org](mailto:webmaster@spegcs.org). If you plan to accrue emails at an event to use for future e-blasts, please make sure you receive written approval of the opt-in to the email marketing program with SPEGCS.org. You must provide approval with the list of new email addresses to the webmaster before they can be added to your distribution list.
- As there are multiple requests for e-blasts every day, we reserve the right to move the e-blast to a different date/time if it conflicts with a prior e-blast request.
- **E-blasts will not be sent after 4pm Monday-Thursday and unless there are special circumstances, we will not send e-blasts Friday, Saturday or Sunday.**

## UPDATING A DISTRIBUTION LIST

- All distribution lists contain SPEI members email addresses only. You must maintain an active SPEI account to continue to receive emails from SPE-GCS.
- Members may update their email preferences by [clicking this link](#) and checking the boxes for the lists they wish to receive emails from SPE-GCS groups.

## SENDING EMAILS OUTSIDE OF INFORMZ

Informz is the email marketing program provided by SPEI. We are supplied all active SPEI members email addresses for the Gulf Coast Section. **EMAILS MAY NOT BE SENT FROM YOUR PERSONAL/WORK EMAIL**

**ADDRESSES TO PROMOTE YOUR EVENT(S).**

There are strict laws against SPAMMING people on email. By sending an email that someone has NOT opted into receiving officially through Informz and the proper channels you are going against policy and potentially breaking the law. Anyone caught sending emails outside of Informz could be stripped of email privileges.

**If you have any questions regarding sending an e-blast, contact the webmaster at [webmaster@spegcs.org](mailto:webmaster@spegcs.org).**