

Emails in District 9810 - a guide

This page outlines the guidelines for using email within our District and give some specific “dos and don’ts”. This *D9810 Email Policy* is available for download as a PDF document from the District website. The District Privacy policy (and other policies as needed) should also be read in conjunction with our email policy. Rotarian email addresses are published in the District Directory on the basis that all Rotary International and District policies as set are followed. The email guidelines below apply to email addresses supplied or available to you as a function of activities of District 9810.

Guidelines

The Purpose: to facilitate delivery of Rotary communications between Rotarians in District 9810 and, in some instances, with other Rotarians beyond the District. Club Secretaries and club Presidents should ensure that, where appropriate, they redirect emails within the Clubs promptly and accurately.

For Rotary business only and not for non-Rotary business: Non-Rotarians should not be given access to Rotarians email addresses. Do not use email addresses supplied by the District for sending jokes, cartoons, chain letters or hoax “Virus Warnings” even if they have originated from another Rotarian.

Do not send offensive remarks or material: In no circumstances should you send messages that contain libellous, defamatory, racist, sexist, obscene or otherwise offensive remarks.

Be wary of discussing sensitive or confidential information on emails: Sending an email is like sending a postcard. If you don't want your email to be displayed on a public bulletin board, don't send it. Once an email is sent it can be forwarded, wrongly delivered, backed up, intercepted and copied.

Your Identification – Signature and Subject lines: All messages should have a meaningful title in the Subject Line and the name of the sender and their Rotary position and/or club, as appropriate, at the end of the message. Please use the word “Rotary” in your subject line for Rotary business.

Use well structured and concise text: Do not make an email message longer than it needs to be. Try to keep sentences to a maximum of 15-20 words. Using dot points and numbered paragraphs can assist with the information. Do not “SHOUT” by WRITING YOUR ENTIRE MESSAGE IN CAPITALS.

Use proper spelling, grammar and punctuation: For accuracy please - emails with no full stops or commas are difficult to read and can change the meaning of the text. Check your spelling.

Be sparing with attached files: Avoid large attached files, including graphics, especially where the message is being sent to a number of recipients. Compress attachments and only send them when they are necessary. As a general rule, a 500kb file should be the maximum size used for a Rotary attachment. NOTE: *Modern digital cameras often produce large files of 1 to 2 Mb for each photograph. If you need to send photographs as attachments, consider compressing the file size to less than 500 kb using editing software provided with the camera. If several photos are to be transmitted, send them as attachments to several messages rather than in one large batch.* And, as an alternative to transmitting a file as an email attachment, if the file is loaded on a website, such as a bulletin on a club website, consider sending the appropriate link so that the file can be downloaded direct from the website.

Using an up-to-date virus and spyware protection system is a must: Computer viruses are a real hazard and can be transmitted via email. You must have an effective virus protection system and update it frequently. Spyware and spamming filters are also useful. A proper firewall for your computers is another necessity.

Do not overuse the high priority option: It is rarely necessary to use the high priority option. If it is overused, it will lose its function when you really need it (“crying wolf”). Moreover, even if a particular message does have high priority, it can come across as aggressive if you flag it as 'high priority'.

Read your message before you send it: Obviously, read all your messages through carefully before they are sent. If the “send” button is pressed accidentally before you are ready to send or an error is found after the email has been sent; immediately send an amended message.

Take care if you use “Reply to All”: Only use Reply to All if your reply message is to be seen by each person who received the original message. And consider - do you need to share your response with everyone or just the person sending you the email.

Use the “Blind Copy” function when appropriate: The BCC function which hides any long lists of email recipients is a sensible option for broadcast emails or large distribution lists.

Be careful with formatting, colours and background templates: Remember, all email programs don’t allow viewing of complex formatting. You can slow or change the message as it is received. Coloured backgrounds can make your email very difficult to read. Keep Rotary mail business-like.

Do not request delivery and read receipts unnecessarily: Requesting a delivery or read receipt shows before recipients see your message. It is annoying and if used for group messages they can overload the system. Many recipients will over-ride the receipt anyway. So, if there is a delay in an expected reply, it is better to follow up yourself.

Try to keep language gender neutral: In line with the Rotary policy on language use in other forms of communication, please avoid using sexist language.

Don't reply to “spam” – and don't send it: Replying to “spam” even by unsubscribing, you are confirming that your email address is 'live'. This may generate even more spam. So, delete the message or use software that removes spam automatically. Take care when you are sending group emails that you don’t become identified as a spammer on other systems by including meaningful subject lines and consider sending your emails in ‘batches’. Also, if you regularly need to send emails to many recipients, consider using a commercial email marketing system.