



Business and Professional Women of Nevada County Member Communication Guidelines

including use of Email, Facebook and the Membership Roster

Sept. 2011

Overview: Business and Professional Women of Nevada County (BPW-NC or “club”) encourages you, our members, to engage with each other through the use of email, our Facebook page, and other interactive media. The purpose of these guidelines is to support and preserve members’ time, privacy and workplace productivity, while providing opportunities for you to share news about community events that are likely to be of interest to other members, your personal business initiatives, etc. There is also a guideline for any public message you may convey which references BPW-NC, club events, etc.

- **The membership roster is for internal use only** and may not be shared with outside organizations. If you choose to maintain a members’ email “group list,” or otherwise send emails to club members, please follow these guidelines:
 - When the email is about club business, put “BPW” in the subject line.
 - When the email is NOT about club business but the subject matter is related to our mission, goals and objectives (equity for women and other women’s issues), it’s OK to use the salutation “Dear BPW members” or similar in the body of the email.
 - If the subject is unrelated to BPW, it’s best **not** to reference BPW anywhere in the message.
 - **Business promotional messages** should not exceed one per month. The content should be “news” (grand opening, new product or service announcement, invitation to an event, or similar).
 - **Ongoing news/announcements** (e.g., info about other local groups working on issues related to our mission; women’s issues) should not be sent automatically to the entire list. You may send an “Opt-in”, i.e., one invitation to join your mailing list, then limit the subsequent emails to only those who ask to receive them.
 - If you receive a club notice that someone is no longer a BPW-NC member, you must immediately remove that person from your club email list.
- **Facebook postings** on the BPW-NC page should typically be about club events or issues that pertain to our mission and objectives. Any personal “business news” announcements should not exceed one per month (see guidelines above).
- **We STRONGLY DISCOURAGE the use of “REPLY ALL”** to BPW-related email messages. Most members don’t want to see responses such as, “Great idea!” or “I’ll be there,” etc. Some of us receive 50+ emails per day, so it’s a burden to get unnecessary messages. If in doubt, Reply to the sender only and ask her to forward it to anyone else who might need to know.
- **Do not send any group emails of these types:** chain letters, cute photos, jokes, solicitations for money or email “clicks” on behalf of an individual or organization, virus warnings, scam warnings, etc. If you receive something you believe would be genuinely valuable for members to see, forward it to a club officer for an OK. (If it’s a virus warning, before you forward it to an officer, check it out on Snopes.com or do a Google search. Many of these are hoaxes.)
- **Only board members are authorized to make public statements on behalf of our club.** If you are posting general information to help promote the club or its events (thank you!), it’s important that the wording be consistent with BPW-NC’s official messaging. See our website for wording examples (www.bpwnevadacounty.org). If in doubt, contact an officer before posting. If you are posting a personal opinion on a website, blog or any other page and want to mention BPW-NC, it is imperative that you clearly state that your opinions are your own and not the club’s.