



## BOG SOCIETY EMAIL PROCESS

The American Academy of Otolaryngology–Head and Neck Surgery is committed to assisting the state and local societies grow by facilitating member acquisition communications. The need for state and local societies to access Academy members is balanced by member privacy and the written pledge to protect email addresses and other personal information.

The Academy sends out periodic email communications to its members on behalf of the state and local societies. This policy protects member privacy, adheres to federal SPAM laws, and at the same time gives state and local societies the opportunity to reach potential new members.

The process below applies only to state and local societies. Interested specialty societies can contact Member Services at [memberservices@entnet.org](mailto:memberservices@entnet.org).

### WHO

- The email request form should be submitted by the BOG Governors from member societies.
- Emails will be targeted towards members practicing in the specific geographic area of the requesting state and local society.
- The BOG Executive Committee will approve emails.

### QUANTITY

- All email requests are welcome and will be scheduled on a space available basis.
- The Academy will send a total of 24 emails in 2018 and will re-evaluate, based on capacity, increasing the total number of email sends to 36 the following year (3 per month).
- To ensure as many societies as possible can take advantage of this program, one email campaign per year per organization.

### PROCESS

- To ensure there is ample time to create, test, and deploy the email, please submit your requests four weeks in advance.
- To streamline the process, please submit the final content with the completed email request form.
- We recommend content be focused around member recruitment and engagement activities.
- Please be sure to indicate a contact person both for testing and final sign off as well as to answer any staff questions if needed.
- Per the Academy by-laws, submit your state membership roster including contact information at the same time the request is sent.

### EMAIL TEMPLATE

- The Academy staff will create one dynamic general email template.
- Please feel free to submit a state or local society logo with the completed email request form. We encourage you to submit that logo in a .jpg or .png file (600 px wide).
- Links to the state or local society webpage and/or contact email address will be incorporated into each email send.
- The email will be set up to go out fully branded to the sending society.

### OPT-OUT

- To adhere to CAN-SPAM laws, an opt out link will be included in each email. The Academy will be responsible for updating member records to stay in compliance.

### SCHEDULING

- To ensure the best possible open rate, the BOG staff will schedule emails around the Academy distribution calendar to avoid conflicts.
- To minimize the number of email going to members, state and local society emails will either be scheduled on weekends or days where no other Academy emails are scheduled.
- While the Academy will endeavor to adhere to the agreed upon deployment date, on rare occasions where a conflict exists, state and local society emails may be rescheduled after consultation with the contact person.