

**Unit 124 e-mail & web site Communication Standards**

**Effective: 11 March 2015**

This defines Unit standards for use of Unit 124’s e-mail database. Adding non-members e-mails to the Unit database makes them part of the Unit database and subject to ACBL Terms of Use.



**UNIT APPROVED USES:**

Topic	Frequency	Target Audience	Terms of Use (ToU)	Comments
Maj. Unit events (38)	2 per event as warranted	Unit (1000)	Yes	Prominent Web site(s) exposure on home pages. (Sectionals (6), Regional (2), NAP/GNT (4), Unit Parties (4), Longest Day (2), ACBL Wide Events (8), N2B/N2D Outreach (12).
Unit News (12)	1/month	Unit (1000)	Yes	No Archive. One Page – Events during month.
Future Master Newsletter (FMN) (48)	48/year	NLMs (600)	Yes	Web link provided on home page Newsletters archive
Club Events (0)	Include in Monthly news and FMN	SHs maintain club mailing list.	Not permitted.	Sanction holders not allowed to use Unit e-mails.
Bridge Lessons (3)	3 per year Include in Monthly News & FMN	Unit (1000)	Semester plan from all teachers support member benefits. Individual class mailings not allowed. ToU prohibits emails for individual profit, or classes not promoting ACBL membership or sanctioned games.	Bridge Lessons are not ACBL sanctioned events. Bridge lessons that do not recruit new ACBL members are not supported, but can be part of a general membership offering. No listing in Game/Event Calendar – use class page on website instead. No specific mention for any one class/teacher on home page. Principle: parity and balance across all teacher offerings.
ALERT (4)	4/year	Unit (1000)	Yes	Link on Home Page – Archive maintained.
Weather/Closing (+)	As needed	CBC Players (330)/Unit (1000)	Yes	No Archive. Home Page Announcement.

**Est. Total:** 105+ Unit e-mails to membership annually. Reduce to 67+ by including major events in Monthly Unit News and not stand alone e-mails..

**Unit Communication Standards**

- All communication to Unit members go through Communication Chair/Committee. Chair/Committee defines target audience.
- Sanction holders are not permitted to
  - o Edit/change the website, the calendar, or other information sources accessible to members.
  - o Use the Unit e-mail data base for mailings. Only the Unit sends Unit mailings.
  - o Access Unit files/folders that contain member’s Personally Identifiable Information (Google Drive).
- Unit 124 will maintain separate accounts for Unit communication and content, and for e-mail communication to ACBL by non-board members (Monthly reports, sanction requests, etc.).

S. A. Moese, Unit 124 VP & Communication Chair

