

## BVSA Email Alerts Usage Policy 11/19/2011

BVSA Email Alerts are not intended to be a chat room, so only “messages with a purpose” are allowed. The moderator(s) will review and finalize posting of appropriate messages, but these guidelines will help you to understand what types of messages are allowed.

1. Email Alerts should generally stick to club-related activities or sports-related activities. You may also advertise your personal sports equipment for sale in an Email Alert. The Email Alerts are **NOT** to be used for selling non-sports-related or non-club-related items or services, with the exception of tickets to major events.
2. You may post group activities that you are organizing, as well as social activities that are open to the entire club membership. Include details of the outing (date, time, place, cost, etc.). Also provide your contact information if you are organizing the event, include name, telephone number, and email address.
3. It is recommended that club events are sent out by Email Alert, several weeks in advance of the activity. Subsequent Email Alerts about the activity, should serve as a reminder as the event or event deadline draws near.
4. Messages promoting non club events that are scheduled at the same time as club events are prohibited without the expressed permission of the BVSA Board. Messages that promote other businesses, organizations or clubs are prohibited without the expressed permission of the BVSA board.
5. Write a simple, clear subject line on your Email Alert. This will make it easier for our membership to skip a message they're not interested in reading. All postings will automatically say “BVSA” so you don't need to add that. When forwarding information from another source, please change the subject line if necessary to clarify the nature of the posting. Remove all extraneous “headers” and previous distribution lists from forwarded messages as well.
6. If your message requires attachments, these can be included in your postings.
7. Do not submit ANY form of spam (junk e-mail). Chain letters, political or religious messages are prohibited.
8. All “news you can use” related to skiing/snowboarding and other sports-related activities will be allowed, including information about non-club\* ski trips, ski shop sales, sales of skiing/boardng equipment, season pass deals, first-hand accounts of ski conditions, and requests for information about ski areas. Do not submit advertisements/propaganda for a resort or other vendors unless the message pertains to a sale or other special offering. (\*Non-club trip postings will be allowed if they do not conflict or compete with any BVSA trips, or if the competing club trip is full. Such postings must be approved by the Board.
9. Reminders about upcoming events shall be limited to one per week. Exceptions are made for events that are not filling up or expose the club to financial loss.
10. Posts relating to events that affect members, such as: illness, death, death in the family, and Charitable events for members in need are allowed. These posts allowed after moderator review for appropriate content. Affected members must be contacted before posting to determine their wishes on the subject.
11. If you feel an Email Alert is inappropriate for any reason, please direct your comments to the President or Vice President of BVSA. Contact the President or Vice President board directly by email or phone, do **NOT** reply to an Email Alert. Please do not contact the original sender to comment on the post as that is the responsibility of the BVSA Board.
12. Send all Email Alert posts to [bvsa@yahoogroups.com](mailto:bvsa@yahoogroups.com). Do **NOT** send an email alert to a board member to post for you, unless you do not have access to the internet, as this will create confusion about who is sending the Email Alert.