

## Troop 165 E-mail Guidelines

If you have a message to distribute to all troop members and parents, it is recommended that the following precautions be used to ensure that it reaches the intended audience.

### 1) Attachments

- a. Only include 1 attachment that is small in size (3 pages at the most). Attachments must be a pdf so that all recipients can open them using any device. Send any document larger than this to the webmaster to have posted to the website. You will receive a link to use in your email for this document.

### 2) Avoid spam trigger words

- a. If you sound like you're selling something, it will be flagged as spam. You can find a few examples here: <http://blog.hubspot.com/blog/tabid/6307/bid/30684/The-Ultimate-List-of-Email-SPAM-Trigger-Words.aspx#sm.0001w40wsm7krdbxuoq1hxr4xmdtx>

### 3) Font

- a. *Color*- Try to avoid using **red**. Preferably use **navy** or black. Keep the color consistent throughout the email.
- b. *Font size*- Use the same size font throughout the message, when in doubt- default to 12pt.
- c. *Font type*- Don't use crazy font such as **Bellbottom**. Keep the font consistent throughout the entire document. Use fonts such as: Times New Roman, Arial, Trebuchet, Serif, Sans Serif, Comic Sans, Garamond, Georgia, Tahoma, or Veranda.

### 4) Subject Lines

- a. Subject lines are a useful and necessary part of the email. You are telling the recipient what the email is about, and keeping your message out of the spam folder.

### 5) Spell Check

- a. An email riddled with misspelled words is the number one reason emails are flagged as spam. Use spell check often and always as the last thing you do before you click the Send button.

### 6) Punctuation and Capitalization

- a. *Capitalization*- Only capitalize what needs to be capitalized. wOrDs like ThIs are not only AnNOying, but will help your message into all spam folders.
- b. Never use multiple commas, exclamation points, or periods. Again, it will be a candidate for spam.

### 7) Images

- a. Avoid using images at all costs. If one is used, keep the file size as small as possible without destroying the integrity of the image.

### 8) Approval

- a. All emails will be reviewed by the Scoutmaster and / or Webmaster to ensure they are scout appropriate and related to troop business.