

Social Media

Email Blasts

BTQG Policy states that “Email blasts shall be quilt guild related only.” The person assuming this responsibility will have to use their digression about what information to share with the guild. My philosophy has been that if it is of interest to the membership, it is OK to send. Everyone doesn’t always agree. If you need a second opinion before sending an e-Blast, ask a few Board members.

There are two email lists that need to be maintained.

One is for anyone that has an email address and indicates on their membership form that they want to receive eblasts. This email list is used to provide additional information and reminders about upcoming programs and workshops. These do not have to be just from our guild. It is also used to share information about members when they are ill. Sadly, this extends to the death of a member.

The second list is for members that want to receive their newsletter via email. The Newsletter Editor sends the newsletter around the 3rd week of each month; the webmaster attaches this newsletter to a group email and sends it promptly to members on the list wishing to receive their newsletter by email. At this time, she should also post the newsletter on the guild website. The information used to create the lists is provided by the Treasurer. Since people join the guild throughout the year, you will need to update these two email lists periodically during the year when the treasurer emails updates to you containing new members or members wishing to change how they receive newsletters.

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