

## Electronic Mail (E-Mail) Guidelines

Electronic Mail, or E-mail, has become extremely popular and nearly as indispensable as the telephone. As with web sites, the easy access by millions has caused some problems that we all must be aware of. Abuse by a just a few can cause nuisances for many. We strongly encourage e-mail interaction between club members, clubs, zone officers, district officers, and Ruritan National. It is efficient, fast, inexpensive, and generally less intrusive than a phone call at dinner time or during your favorite activity. To protect our Ruritan Members and clubs, we ask that you follow a few simple guidelines to keep from being a target, or from becoming a nuisance.

- **Unsolicited E-Mail.** We strongly discourage individuals and clubs from sending unsolicited mass e-mails that are not directly intended for, or requested by the recipient. Use it as you would a regular mailing from your club. If you're having a special event, it is OK to send information to other clubs in your area, much like you would send a news release to the local media.
- **Forwarding E-Mail.** We discourage the forwarding of e-mail, such as jokes, stories, warnings, news articles, etc., except when specifically requested. Besides clogging the already packed mail boxes of many, the potential for sending computer viruses is a real possibility. If you find it necessary to forward an e-mail that you received, please do your recipients a favor and send only the pertinent information. Before sending, remove all of the extraneous information and addresses that may appear.
- **Protect your E-mail Addresses.** When sending e-mail to multiple recipients, please use the "BCC" recipient line. In the old days of typewriters and carbon paper copies, BCC stood for Blind Carbon Copy, meaning that someone was receiving a copy of the information without the knowledge of other recipients. Names and addresses in an e-mail's BCC section can not be inadvertently or intentionally added to undesired mailing lists.
- **Large Attachments.** Please do not send large e-mail attachments, such as photos, graphics, articles, etc., unless specifically requested. You may have a fast e-mail connection where you are, but most home users are still connected via telephone lines. An attachment that can be sent in seconds on a fast network, can tie up telephone modem for many minutes or hours.