



Email Marketing and UH LISTSERV

Quick Tips for Using UH LISTSERV for Email Marketing and Communications

If you're using UH LISTSERV to set up a mailing list for email marketing communications, you'll want to consider these tips:

1. Be sure to get a user's consent before adding them to any email list in UH LISTSERV. If you're scraping (harvesting) email addresses listed on public Web pages—you can invite users to join your list by sending them an informal email. Things to include in an invitation email:
 - Your Name
 - Affiliation
 - Purpose of the Mailing List
 - Why you think the potential subscriber would be a good fit for the mailing list.
2. Review LISTSERV documentation on the ITS website: <http://www.hawaii.edu/askus/1066> . This includes the list owner responsibilities here: <http://www.hawaii.edu/askus/1066#1072> .
3. Know your target audience. This is the best way to engage users who might be interested in the topic or field of study.
4. When communicating with potential list subscribers, be sure to respect their privacy and hide their email address from others using the BCC (blind carbon copy) field in your email client.
5. Include instructions to unsubscribe from emails prominently in your mailings.
6. Develop a basic Terms of Use document for the mailing list, and distribute it to new subscribers. This document could include the following information:
 - What is expected from new subscribers
 - What types of posts are welcome
 - Enforcement policy for subscribers who violate the terms of use
7. If you're concerned about the types of messages that might be posted to your mailing list, you can set the list to be moderated by an editor. In this configuration, all emails sent to the list must be approved by the list editor before they go out to subscribers.

If you have questions about setting up a mailing list, or need further assistance, please contact the CDS Media Center at [cgsweb@hawaii.edu](mailto:cdsweb@hawaii.edu) .





CDS MEDIA CENTER
Accessible IT Solutions

Email Marketing and UH LISTSERV

