

Dear RVMlist subscribers,

The RVM Mail group is acknowledged by its users to be a very important resource. Today there are over 400 subscribed addresses, reaching over 500 residents. But mail groups are fragile things, and can lose many subscribers if they don't continue to serve their members in ways the members have come to expect. For this reason, we think it's a good idea for us, the mail group managers, to offer some occasional reminders about appropriate usage. For the most part, we think that RVMlist has met the expectations of all of us, but there are a few things about usage that deserve mention.

We know that not all RVMlist users will agree with these guidelines, but we are doing our best to satisfy the majority of users.

RVMlist USAGE GUIDELINES

When appropriate, respond directly to the message sender.

If you want to send a short note in response to a posted message, like "I agree" or "good job" or "thank you", that's great. But probably the other 500 subscribers don't need to read it. Just scroll down in the message to which you're replying and click on "Reply to sender", rather than using the REPLY function in your email program. In the message it looks something like this (emphasis added):

Reply via web post * **Reply to sender** * Reply to group * Start a New Topic * Messages in this topic (1)

Use a descriptive Subject

Another suggestion - not a rule. If you post a message, give it a Subject that lets a reader know what topic it will be discussing. That just makes it easier for each recipient to decide what to read and what isn't of interest to him or her.

Avoid attachments

Most subscribers receive their messages in a "daily digest" and also cannot receive attachments. So that all subscribers see the same thing, please don't send attachments. If it's important that users get non-text material, upload it to some service (Dropbox is popular) and send users the link (url) to download the material.

Intended uses

For communicating about upcoming events, for asking questions about service providers, for posting links (urls) about news (for example from the Mail Tribune) that might be of interest to RVM residents, for queries about who might be interested in activities (such as bocce ball, etc.), for offering something for sale (non-commercial), and for "bulletin-board" type items.

Subjects to be avoided

No commercial advertising, no mention of politics or religion, and only polite, civil communications. And please, no jokes. Following this advice is simply good network etiquette ("netiquette"). Also, no discussion of Residents' Council or Advisory Committees business.

RVMlist is not social media.

RVMlist should not be used as social media, although it is fine to use it (once) to inform subscribers that you have set up a social media account and to invite them to join.

- * If you want to facilitate a group discussing, for example, current affairs, post a message on RVMList inviting interested residents to contact you to join the group, but then set up the email correspondence off RVMList.
- * If you want to post regular notices, as for example about healthy eating, use RVMList to invite residents to contact you to get on your special email list to receive the notices.
- * If you want to share a collection of photographs with residents, join one of the many photo sharing services, upload your photos, and use RVMList to share a link to them, but don't attach them to your RVMList message.
- * If you want to periodically post your opinions or observations to residents who will find them interesting, join a blogging service, or Facebook, or some other social media outlet, and use RVMList to tell residents how to follow your posts.

But in all these examples, and all the others you can think of, don't use RVMList as the channel for the ongoing communication of a very specific nature of interest to just a subset of the subscriber base. When a person can't opt out of receiving unwanted ongoing messages in his/her inbox, it is spam. If subscribers conclude that RVMList is sending spam, they are likely to unsubscribe.

Yours for a service that continues to be helpful and thriving!

Skip and Nils