Week seven – Emails and mailing lists

Task 1: Understanding emails and mailing lists

The Platform allows you to create several email addresses using your own domain name e.g. secretary@yourgroup.org. These email addresses can be linked to a position such as the secretary or alternatively be associated with a set mailing list e.g. friends@yourgroup.org.

The first thing to do is to get to grips with how these work by reading our Emails and Mailing lists in the Making Music Platform guide.

Task 3: Create position email addresses

Setting up positions was covered in week 2 so creating email addresses for these positions may have already been done. If not then the instructions to create positions can be found in our guide on positions. You can also update the positions already created if email addresses were not added back in week 2.

You can add an email address which will be associated with each position and you can also define how emails sent from and to these positions email addresses will function

Task 5: Creating email newsletters and branded emails

You can send out newsletters and branded emails. You may not be ready to start sending out emails yet, but it is worth knowing how both of these work.

Information about newsletters can be found in Emails and Mailing lists in the Making Music Platform under the **Email Newsletter** section. To send emails you need to go to the **Administration Dashboard** and under the **Email** section click on **Send email**

Miscellaneous

There are some extra areas of the Platform to be aware of when it comes to emails and mailing lists. On the **website and configuration page** under the configuration tab you can edit the functionality of emails. This includes choosing to be added into every sent email, editing email signatures and marking whether all copies of emails which are sent or composed are saved.

Emails which have been saved can be found under the **Administration Dashboard** under the **Email** section

Task 2: Set up a webmaster email address

The first email address that should be set up is the one for the webmaster position. It is extremely important to have this position and email address set up as without it you would not know when an email to a mailing list needs moderation or could not be delivered.

To create the webmaster@yourdomain address you would need to go to the **Administration Dashboard** and to the **Email addresses and Mailing lists** page under the email section. Click Add new position at the top of the page. The position name will be Webmaster. In the box called *Email addresses associated with this position* select **Forwarder to a member's personal email address.** Enter webmaster in the *Email addresses to create box*. Tick the box next to the name of the member who is your webmaster of the Platform and then click save.

Task 4: Create mailing lists for your members, committees and teams and friends of your organisation

Mailing lists allow you to send emails to a subset of your database in one go and we would suggest doing this where possible instead of selecting individual members to send emails to.

Setting up mailing lists for each of these groups can be found in our guidance on Emails and Mailing lists in the Making Music Platform.

You will need to look in the **Administration Dashboard** area of your Platform to access the committees and teams or member groupings pages (under the members section) or the Mailing list page (under the email section).