



Section Email Policy

(Updated January 2024)

Sending Formatted Emails via AAA

Sections can send newsletters or email communications with special formatting to their full member lists through the AAA office upon request. Note: a section leader may only request an email be sent to their own section. If you wish to send an email to members of multiple sections, please copy the President of all sections to be included on the email in your original request. Additionally:

- **Each section may send up to 12 official communications via direct email per year, one per month.** Emails regarding registration and hotel information for section meetings will be sent out by AAA staff and will not count towards the official total.
- Final draft material must be received by AAA at least three business days before the section's delivery deadline.
- Final drafts must be edited and in their final form when sent to the AAA office for broadcast. However, if needed, AAA staff are happy to review email copy, particularly copy related to meetings and AAA co-sponsored events, for logistical accuracy. Please send the message in a Word document or include final copy and formatting requests in the body of an email.
- All drafts are to be sent to the AAA Communications department with authorization by the Section President or Treasurer.
- All emails distributed by the AAA office will be sent via Salesforce Marketing Cloud and will include your section's:
 - Header with logo and a customized footer
 - Social media and "Renew Your Membership" links

Cost

Section Broadcast Emails are free of charge for the allotted 12 requests. An administrative fee of \$25 will be assessed for any additional requests.

Submit Email Requests to:

Meghan Horihan

Marketing & Communications Manager

Email: mhorihan@americananthro.org

Sending Messages via the Community Platform

The AAA Communities Platform is another way for active members of each Section to communicate more effectively with one another. This provides a great opportunity for section leaders and members to have direct access to each other for networking purposes.

AAA encourages sections to broadcast official section business content such as newsletters, section highlights, and event (meeting, panel, session, webinar, workshop) announcements to their members using the Community Platform.

Sections may also find the platform useful for member-to-member discussions, member-to-section discussions, announcements from individual members, and article and information sharing.

Community Standards of Conduct

As outlined in the [Principles of Professional Responsibility](#), anthropologists are bound by an ethical obligation to maintain responsible professional relationships. These principles of responsibility extend to communications sent via AAA platforms and any false publication that tends to harm a person's reputation, or otherwise exposes the person to disgrace, ridicule, shame, etc. is grounds for suspension of privileges.

If concerns are raised by members about the factual accuracy or harmful tone of messages posted by a particular Section, subsequent messages from such Sections may be subject to additional review before further distribution. Sections (or individuals) that continue to disregard this policy after being notified by the AAA, or who violate our community standards, may have their posting privileges curtailed or suspended.