



Section Email Policy

Sending Formatted Emails via AAA

Sections may send newsletters or formatted email communications to their full member lists through the AAA office upon request. Please note:

1. **Section-Specific Requests:**
 - Only section leaders may request emails for their own section.
 - To include members of multiple sections, copy the Presidents of all relevant sections in the original request.
2. **Email Frequency and Allowances:**
 - Each section may send up to 12 official emails per year (one per month).
3. **Submission Requirements:**
 - Submit final draft materials at least three business days before the desired delivery date.
 - Drafts must be complete and ready for broadcast when sent to the AAA office.
 - AAA staff can review email content for logistical accuracy, especially for meetings and AAA co-sponsored events. Submit materials as a Word document or include final copy and formatting details in the body of your email.
4. **Authorization:**
 - Email drafts must be authorized by the Section President or Treasurer and sent to the AAA Marketing Manager.
5. **Email Format:**
 - Emails distributed via Salesforce Marketing Cloud will include:
 - A header with the section's logo (provided by your section)
 - Social media links
 - "Renew Your Membership" links
6. **Cost:**
 - Each section's 12 allocated emails are free of charge.
 - Additional email requests incur a \$25 administrative fee per email.

Submit email requests to:

Josh Cohn

Marketing Manager

marketing@americananthro.org

Sending Messages via the Community Platform

The AAA Communities Platform provides an alternative way for active section members to communicate. This platform is ideal for networking and direct member engagement.

Recommended Uses:

- Official section business, including:
 - Newsletters
 - Section highlights
 - Event announcements (e.g., meetings, panels, webinars, workshops)
 - Member-to-member or member-to-section discussions
 - Sharing articles, announcements, and other information
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Community Standards of Conduct

Communications through AAA platforms are subject to the **Principles of Professional Responsibility**, which require responsible professional relationships. This includes:

- Avoiding false or harmful publications that could damage reputations or cause disgrace, ridicule, or shame.
- Addressing any concerns about factual accuracy or harmful tone raised by members.
- Additional review of messages from sections with recurring issues.

Consequences for Violations:

- Sections or individuals violating this policy may have their posting privileges reviewed, curtailed, or suspended after notification from AAA.

For questions or clarifications, contact the AAA Marketing Manager: Josh Cohn (Marketing@americananthro.org).