

CAN-SPAM Compliance



What are CAN-SPAM laws?

(Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003)

- ▶ Tell recipients your physical address
- ▶ DO NOT manually sign up people without their knowledge
- ▶ Let them opt out



Why not just send from Outlook?

You replied to this message on 5/30/2017 9:31 AM.

Bing Maps + Get more add-

From: Sherrie Smith
Sent: Tuesday, May 30, 2017 7:54 AM
To: Amanda McWhirt <amcwhirt@uaex.edu>; Amy Cole <acolle@uaex.edu>; amythomas@saumag.edu; Andrew Clayton Jecmen <ajecmen@uark.edu>; Anni Self <Anni.Self@tn.gov>; april m black <april.m.black@gmail.com>; arlismn@cablelynx.com; bking@kingb.net; Bob Scott <bscott@uaex.edu>; Brandon Gordon <5acrefarms@gmail.com>; brenda flager <elephantqueen53@hotmail.com>; breshearsffa@sbcglobal.net; Burt Bluhm <bbluhm@uark.edu>; Carroll, Amy <amygcarroll@gmail.com>; cddermott@hotmail.com; Chad Mills <ctm004@uark.edu>; Chandler Barton <chandler.barton@arkansas.gov>; Charlie Parsons <researchfarmer@gmail.com>; Chlapecka, Randy <randychlapecka@gmail.com>; Cindy Morley <cmorley@uark.edu>; Clay Wingfield <cwingfield@uaex.edu>; Clemencia Rojas <cr022@uark.edu>; County 4H Agents <dl-county4hagents@uaex.edu>; County Agri Agents <dl-countyagriagents@uaex.edu>; County Staff Chairs <dl-countystaffchairs@uaex.edu>; Craig Rothrock <crothrock@uark.edu>; Debbie Huey <dhuey@uark.edu>; Delta District Secretarial Staff <dl-deltasecretarialstaff@uaex.edu>; dgparkerdgp@yahoo.com; don plunkett <Impdep@windstream.net>; Donn Johnson <dtjohnso@uark.edu>; ewwils2@yahoo.com; fang qing chen <fang.qing.chen@gmail.com>; Faulkner, Mackey <Mackeyfaulkner@yahoo.com>; Felix Rotich <frotich@email.uark.edu>; ford@weedconsultants.com; Fultz, Juliet <jefultz@uark.edu>; gary <gary@bgmccclure.com>; George Harper <harper4188@comcast.net>; gilbert johnston <Geee1957@gmail.com>; granddesigns <granddesigns@aristotle.net>; Gus Lorenz <glorenz@uaex.edu>; hanne mg <hanne.mg@gmail.com>; Horticulture <dl-horticulture@uaex.edu>; Ioannis Tzanetakis <itzaneta@uark.edu>; jackson-j@mssu.edu; Jake Bodart <jake.bodart@aspb.ar.gov>; Jamey Hall <thehappyhalls@sbcglobal.net>; Janet Carson <jcarson@uaex.edu>; Jason Kelley <jkelley@uaex.edu>; jbeck000@centurytel.net; jess <jess@physics.ubc.ca>; Jessica Lefors <lefors@uark.edu>; Jfwood101@aol.com; Jim Correll <jcorrell@uark.edu>; Jim Robbins <jrobbins@uaex.edu>; Joey and Lou Jamison <loujamison@hotmail.com>; John Barham <jbarham@uaex.edu>; John Rupe <jrupe@uark.edu>; John Hopkins <hopkins@uaex.edu>; Joyce bowlin <joycebowlin@hotmail.com>; Julie Treat <jtreat@uaex.edu>; Keiddy Urrea-Romero <kurrearo@uark.edu>; Kelly, Anita <fishdoctress@gmail.com>; Ken Korth <kkorth@uark.edu>; Kimberly Rowe <krowe@uaex.edu>; kjohns@ricetec.com; lamarc85@aol.com; Landscape & Nursery (Bill), Custom <customlandscape.bill@windstream.net>; leonard622@gmail.com; livette65@bellsouth.net; louiseAkers@SBCglobal.net; mhenagan@gmail.com; Michael Emerson <memerson@uaex.edu>; michael, tammy <tammymichael80@yahoo.com>; michelle martin <m_r_martin1981@yahoo.com>; Mike <lawndoc@cablelynx.com>; nancymcreynolds <nancymcreynolds@gmail.com>; nancyyyek@yahoo.com; Nathan Hoover <Nathan.Hoover@tn.gov>; nfortner@ventria.com; Nina Collins <Aggieznina@aol.com>; nursery@horticare.net; Obadiah M. Njue <njueo@uapb.edu>; Onita Watson <owatson@uaex.edu>; Ouachita District Secretarial Staff <dl-ouachitasecretarialstaff@uaex.edu>; Ozark District Secretarial Staff <dl-ozarksecretarialstaff@uaex.edu>; Patricia King <patriciamurphyking@sbcglobal.net>; Patrick Di Bello <patrick.dibello@gmail.com>; paul shell <paul.shell@aspb.ar.gov>; Pengyin Chen <pchen@uark.edu>; Ples Spradley <pspradley@uaex.edu>; Raven Bough <ravenanai@gmail.com>; ReSueCollections@aol.com; Rick Cartwright <rcartwright@uaex.edu>; Robert Robbins <rrobbin@uark.edu>; Ronnie Bateman <rbateman@uaex.edu>; Roselyn <hannahgraywebb@hotmail.com>; Russell A. Cothren <rcothren@uark.edu>; sam <Stu5900@hotmail.com>; sandy wickizer <faywickizer@yahoo.com>; schmidt, billy <Billy.schmidt@crystalbridges.org>; Secretarial Staff (LRSO) <dl-stateofficesecretarialstaff@uaex.edu>; sharma mukesh828 <sharma.mukesh828@gmail.com>; Sharon Bowen <arkansasgardener@yahoo.com>; Shirley Smith, James <joshuagen777@aol.com>; skpdent2000@yahoo.com; Spurlock, Terry <tspurloc@email.uark.edu>; stacy miller <stacialenee@yahoo.com>; Sutton, Elizabeth <sadarific2@gmail.com>; Tanya Collins <tanyadcollins@earthlink.net>; Taunya Ernst <ernst@uark.edu>; Terrell Carr <terrellcarr@greenlawnpro.com>; Terry Kirkpatrick <tkirkpatrick@uaex.edu>; Terry Spurlock <SpurlockT@uamont.edu>; Terry Spurlock <tspurlock@uaex.edu>; tiesherbs auntnet <arkansas@naturalheritage.org>; Travis Faske <tfaske@uaex.edu>

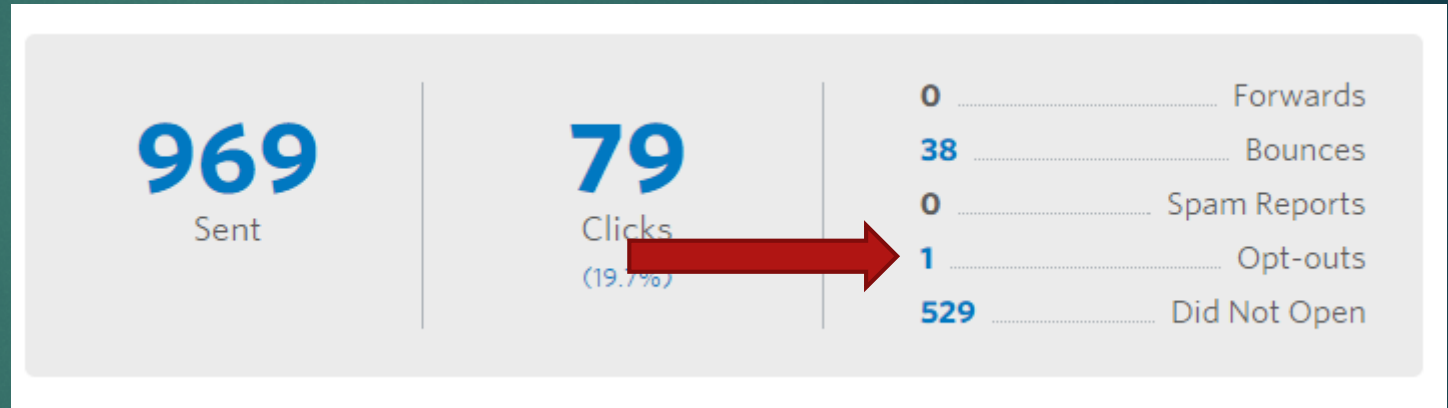
Subject: Plant Health Clinic Newsletter-Issue 16, 2017

- No tracking
- Email lists aren't private
- Violations of SPAM laws
- No way for them to OPT OUT

Why are opt outs
important to note?

More info on opting out.

- ▶ Constant Contact complies with CAN-SPAM rule and allows people to opt out of your list.
- ▶ It is very difficult to add someone back to our list after they opted out.



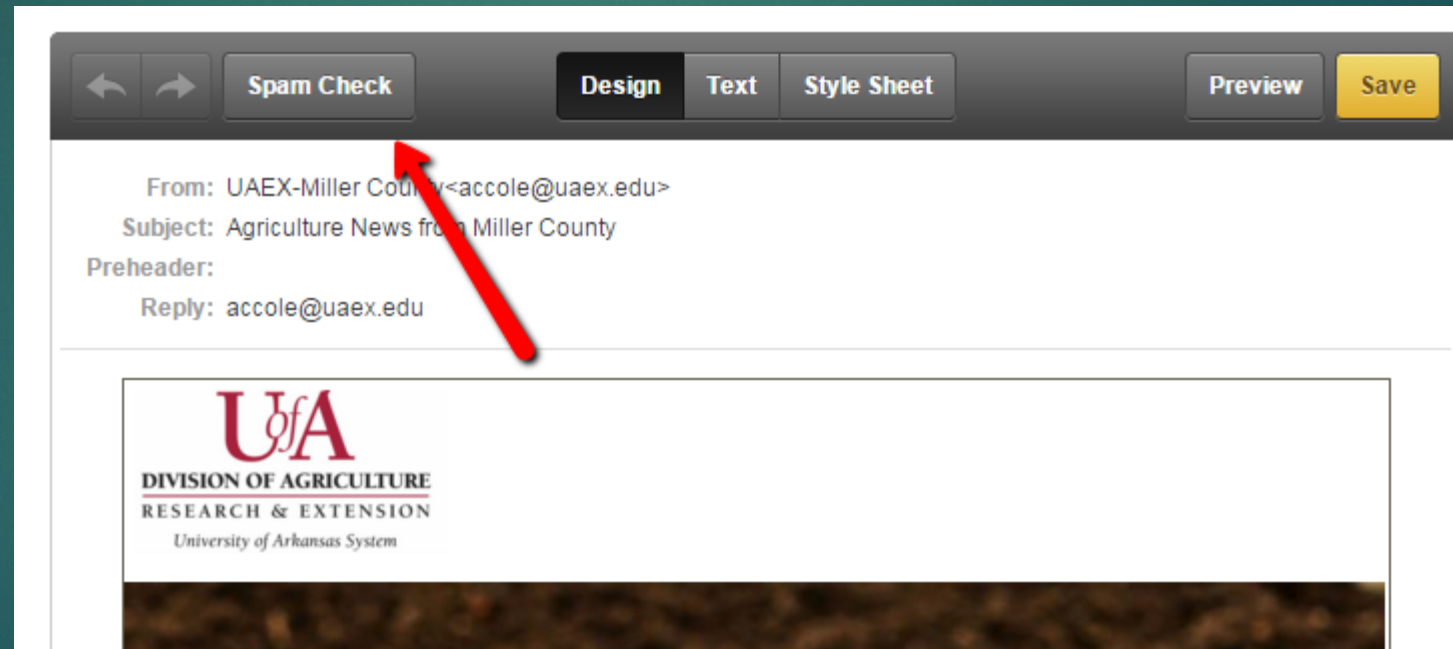
Opt Outs

- ▶ If someone opts out of ONE of our lists, they are opted out of ALL of them due to our shared Extension account.

<input type="checkbox"/>	Name	Email	Company	City, State	⚙
A					
<input type="checkbox"/>		abowers@uaex.edu			
<input type="checkbox"/>		abutler@uaex.edu			
<input type="checkbox"/>	Ashley Williams	adwilliams@uaex.edu			
<input type="checkbox"/>	amanda greer	agreer@uaex.edu			
<input type="checkbox"/>	Office Depot Order Confirmation	ahogan@uaex.edu			
<input type="checkbox"/>		alandrum@uaex.edu			
<input type="checkbox"/>	Angie Winters	angelawinters@att.net			
B					
<input type="checkbox"/>		bbarney@uaex.edu			
<input type="checkbox"/>		bcollier@uaex.edu			
<input type="checkbox"/>		bdjones@uaex.edu			

How spammy is your newsletter?

- ▶ Use the spam checker in CC



From Name:
Tell them who is emailing them

Do they know you?

- ▶ 43% of email recipients click the Spam button based on the email 'From' name or email address



Do they know you?

- ▶ Use the agent's name or specialists' name.

Header Options

Subject
Agriculture News from Miller County

Preheader Text ⓘ
[Empty text box]

From Name ⓘ
Carla Haley-Hadley

From Email Address
accole@uaex.edu ⓘ

Use From Email Address as Reply-to Email Address

Permission Reminder

Webpage Version

Social Share Links ⓘ

[f](#) [t](#) [in](#) [+](#) [f Like](#)

OK [Cancel](#)

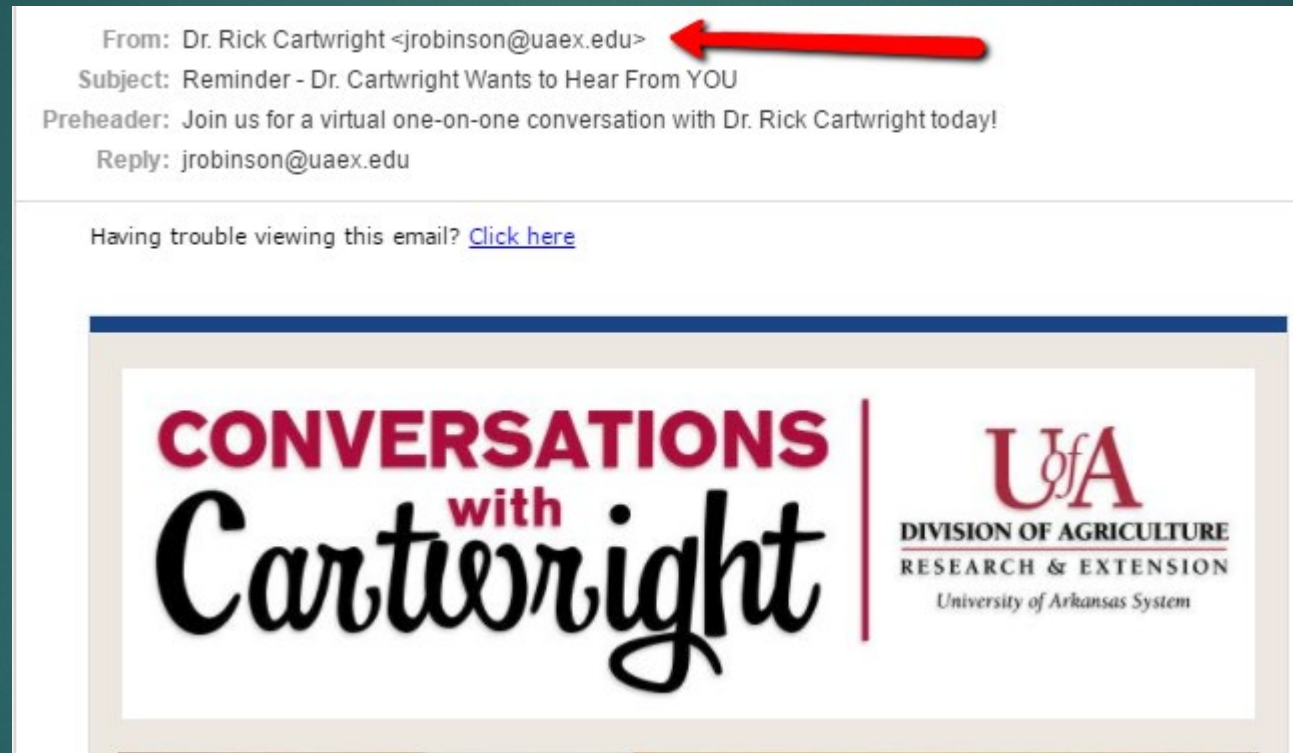


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Ouachita

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Do you know him?



Thank you!

Amy Cole

Digital Media Program Director

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