

Newsletter policy – 29.11.2023

This set of policies will govern the type of content that should be going into the MAUK newsletter, the order of priority under normal circumstances and the roles of people involved. The board will have the authority to make necessary changes as and when required.

Presentation

Newsletters should always be backed by MAUK website. So, it is appropriate to update the website before each newsletter is released.

It is mandatory to provide an opt-in facility to subscribe and an unsubscribe link in the newsletter.

Each content item can have a title, sub-title, an image, a short description, a button that links to landing page / website. The textual content should be kept to a minimum. A “Read more” button that links to detailed content on the website is the best practice to follow.

Optimized images of width 600px and height 400px may be used. Alternatively, 600px by 600px can also be used if required.

Newsletter footers may show case a list of MAUK activities/services using icons/small images, MAUK sponsors and MAUK contact details.

Content Items in the order of priority

1. Oncoming MAUK Events with highest priority to the most immediate event (Eg: Book review which is scheduled to happen in 24 hours)
2. Public announcements by MAUK. (Eg: Inviting articles for Janani which was decided in the most recent board meeting)
3. Update of ongoing projects (Eg: Status update on charity housing project in Kerala)
4. Brief report of immediate past events (Eg: Report about Chenda get together which happened three days before)
5. Community events depending on relevance to MAUK (Eg: Event by Indian high commission)
6. Showcasing regular events (Eg: Thursday club)
7. Any other content relevant to MAUK.

Responsibility

Person in charge of the newsletter: To announce the release date of a newsletter at least a week ahead and to provide the draft newsletter. Both can be done in the MAUK board WhatsApp group.

Board members: To make the relevant content available to the person creating the newsletter at least two days prior to its release date. This can be done either in the same WhatsApp group or email to news@mauk.org. To report editing requirements in the same group after the draft is made available.

Marketing Team: To check the accuracy of the overall content, any mistakes and sign off the content before publishing.