Mass mailing lists

There are many different settings, this goes through many of the basics. The defaults are usually adequate for most mailing lists.
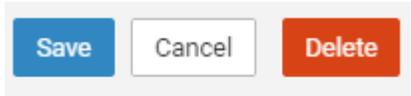
Contents

Top icons

Save - Save any changes you have made on this page
Cancel - Cancel in case you do not want to save the current changes
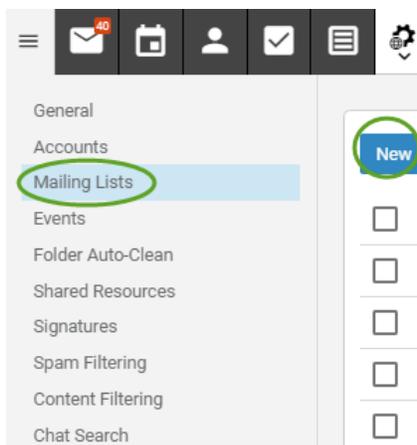Delete - Removes this mailing list, be careful, especially if you have a lot of subscribers

Open Mailing List

Click on Mailing Lists
To Start a new list, click New

To modify an existing click the mailing list name

Options

Name - Essentially, the "username" for the mailing list. When sending an email, you will use the name to create the actual email address that will be associated with the mailing list. In this picture the name is dktest so when sending an email in the To: type dktest@example.com

- Status - New mailing lists default to a status of Enabled. To temporarily prevent postings to this list, change the status to Disabled.
- Moderator - The "owner" of the mailing list. This person will actively manage the mailing list, posts to the list and any replies. The moderator must be an active email user for the domain. In this case the Moderator is pat@example.com
- Description - A summary of the mailing list.

List Settings

- List To Address - The email address that will display in the To field when a subscriber receives a mailing list message. Setting this to List Address means that the email address associated with the list will display as the To: address when recipients receive the message.
- List From Address - The email address that will display in the From field when a subscriber receives a mailing list message. By default, this is set to List Address.
- List Reply To Address - The email address that will display in the Reply To field when a subscriber receives a mailing list message. When a subscriber hits 'Reply' to the message, this address will receive the reply. If a subscriber hits 'Reply All' all list recipients will receive the reply. By default, this is set to List Address
- Webmail URL - Do not use or modify

Posting

- Password - To restrict people from sending emails to a mailing list, type a password in this field. *Note: To send emails to a mailing list that is password protected, you must add the password to the beginning of the subject line of the email, enclosed by brackets and colons. For example, if "password" is entered into this field, the subject line of the email would need to begin with [:password:].* In the picture below you would type: **[:Password$$:]**
- Allowed Posters - An email that is sent to the mailing list (and therefore to its subscribers) is "posted." Use this field to specify who has access to post to the list. *Note: Email addresses specified on the Posters tab will override this field.*
  - Anyone - Setting the list to "anyone" means that anyone can email the list, regardless of whether they are subscribed to the list or not. In turn, this sends an email to all members. *Note: This setting can cause abuse if it is not closely monitored. Therefore, it is recommended to restrict the allowed posters to 'subscribers only', at the very least.* For larger lists, allowing Moderator Only is a better idea and will cause less issues.
  - Subscribers Only - Setting the list to "subscribers only" allows only the list subscribers, and only the list subscribers, to send and receive posts. The moderator will still be permitted to post. This can cause abuse issues as well if you have an active list, so using Subscribers Only should only be used for smaller lists or for digest mode only.

- o Moderators Only - If the moderator is set as the post option, the moderator is the only one who can post to the list. This means that no one else, not even list subscribers, will be able to post. ***** Default and recommended.**
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- Max Message Size - The maximum number of KBs a message can be. If the message exceeds this size, it will not be posted. By default, the max message size is unlimited.
- Subject Prefix - The optional text that will appear in the subject line. We recommend using a subject prefix for discussion lists to help subscribers easily filter through posts. For example, add a "List- " or "Discussion -" prefix so that users know that the message is posted to an email list. Recipients can then create filters to move those messages to a specific folder or manage them in some other way.

Commands

- Enable SUBSCRIBE Command - Select this option to allow people to subscribe to the mailing list by emailing a listserv command to the command address. For more information, refer to Listserv Commands. Note: If this option is disabled, only list administrators can add new subscribers to the mailing list.
- Enable LIST Command - Select this option to allow people to receive a list of the mailing list subscribers by emailing a listerv command to the command address. For more information, refer to Listserv Commands. Note: It is recommended that you leave this option disabled, as people or automated systems could use the user list for malicious purposes.
- Friendly Unsubscribe - The text entered here will be hyperlinked when using the Unsubscribe variable. If this field is left blank, the unsubscribe link will hyperlink the full URL.

Throttling

We do not recommend changing these settings. If you change these settings and you send to many messages and get the IP or your domain blacklisted, you are violating DK Systems Spamming policy and subject to your account being disabled.

Throttling limits the number of messages sent per hour and/or the amount of bandwidth used per hour to send messages. Domain Administrators can use this feature to ensure a mailing list does not send out massive amounts of email throughout the day, thereby possibly getting the domain blacklisted.

- Outgoing Messages per Hour - The number of messages sent by the mailing list per hour. By default, the number of outgoing messages is 500.
- Outgoing Bandwidth per Hour - The total number of MBs sent by the mailing list per hour. By default, the outgoing bandwidth is 50MB.
- Throttling Action - When using either message or bandwidth throttling, administrators can select an action for the mail server to take once the particular throttling level is reached. Domain Administrators can elect to do nothing at all, or they can either Delay or Reject messages until the amount of mail being sent falls beneath the throttling limit that is set. By default, mailing lists are set to Delay messages once the threshold has been reached.

Message Options

- Send Subscribe Email - Select this option to automatically send an email to new subscribers confirming their subscription to the list. Note: This is not an opt-in message, only a confirmation email.
- Send Unsubscribe Email - Select this option to automatically send an email response to unsubscribe requests.
- Enable Double Opt-In - Select this option to automatically send an email to new subscribers that requires them to confirm that they are subscribing to the list by clicking on an activation link. Using double opt-in is a good way to confirm subscriptions to the list and to help reduce abuse complaints.
- Disable List Error Replies - Select this option to prevent the system from automatically replying to incorrect listserv commands.

Digest Settings

To reduce the number of emails mailing list subscribers, receive, domain administrators can allow subscribers to sign up for digest mode or normal mode. Essentially, digest mode condenses all the messages sent to the list into a single email that is sent to subscribers on a monthly, biweekly, weekly, daily, or other defined basis. This is especially useful for very active lists or lists with a larger number of subscribers.

- Enable digest mode - To enable digest mode, toggle the slider to the right. The remaining settings will become available.
- Subject - The subject line for the digest email.
- Trigger Type - The frequency of the digest emails: Daily, Weekly, Biweekly, Monthly or Manual. If Manual is selected, digest emails will only be sent when using the Send Digest button.
- Digest Format - The format (HTML, text, etc.) in which digest emails are sent.
- Disable non-text attachments in digest - Select this option to remove non-text attachments from the digest email.

Important Enable Unsubscribe

This is an important step because the CAN-SPAM Act requires bulk senders to offer an unsubscribe link.

Click Messages along the top
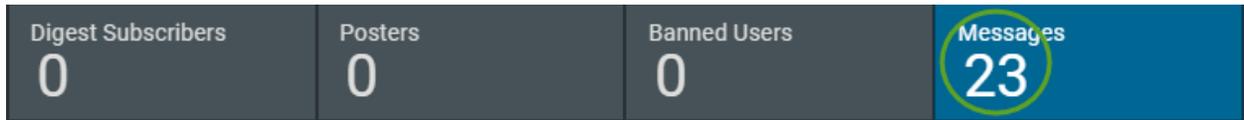
Scroll down to **Post message footer**
Click once, anywhere on it

You can type any message here, this will attach at the bottom of all emails being sent. It is important to place **#UnsubscribeLink#** in the message. This creates a hyperlink in the email.
Click Save

Add or remove emails/subscribers
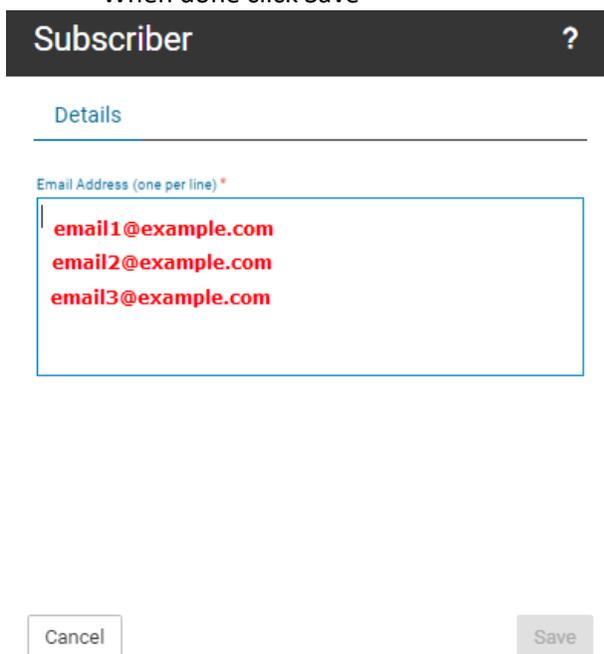

Click Subscribers

There are two ways to add a subscriber:
-    Click New
-    Click the three dots, select import CSV, this is for a large amount of emails
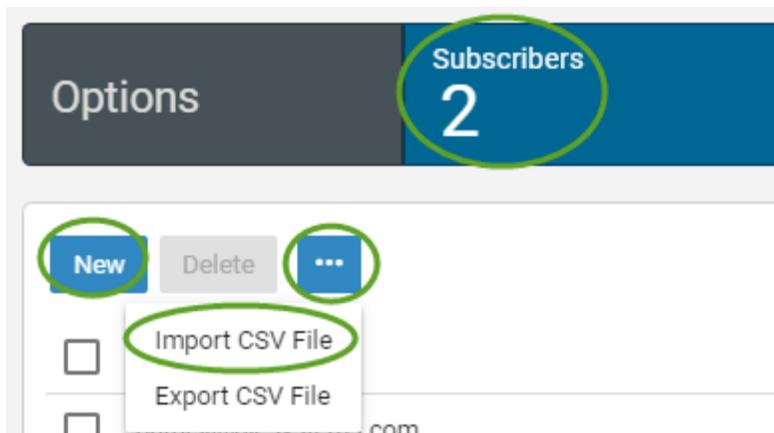
Clicking New
- Add one email per line
- You can also remove an email(s) this way too
- When done click Save

If you want to copy a group of emails and either add or remove to group
- Select the export, this will create a file
- In the new list, select Import and select the file you just created

It is important to look at the subscriber list. If you see Bounces in the last column. This means the email is invalid and it should be deleted.

Bounces
1
0
1