



WeMail Guidelines

2016-2017

The Woodson WeMail is the PTSO's weekly email that provides information relevant to the upcoming week. This may include immediate opportunities and activities at the school, sports highlights, Booster/Club info, and much more. Our goal is to distribute the weekly WeMail every Monday afternoon; if Monday is a holiday, expect to see the WeMail the following Tuesday afternoon.

The PTSO is committed to providing the Woodson community with an inclusive weekly email (WeMail) covering topics of interest to Woodson students, parents, and staff. To achieve our goal and make the weekly task of putting together the WeMail manageable for our volunteer editor, we ask everyone who submits something to be posted in the WeMail to follow these basic guidelines:

- The goal is to provide a submission that the editor can copy and paste into the body of the WeMail. Use Arial 12-point font whenever possible. Consider that the KIT system we use to send the WeMail can't handle some formatting features or any images, so make your entry as simple as possible.
- Try to keep submissions to no more than 150 words. Tip: Include the basics and link to more information if it exists elsewhere on the Web.
- Include the exact date(s) you want the item to appear in the WeMail. (All dates should fall on a Monday!) When no date is provided, the submission will run the Monday after it is received. If Monday is a school holiday, it will run on a Tuesday.
- Do not submit too far in advance. Aim for one or two weeks prior to an event (or the date an action is due).
- All submissions must be made by 5pm on the Friday prior to Monday's publication. Submit your entry to woodsonWEMail@woodsonptso.org as early as possible but not before the previous WeMail goes out. For example, when you want something to be published in the September 12 WeMail, submit the entry between September 7th and September 9th. Your submission will be emailed to the WeMail editor, who combines all submissions into one consolidated message.
- In the submission email subject line, include "WEMAIL" and give a brief description of what the submission contains (e.g., "Sophomore Class News").

WeMail Editor: Kim Waxman, woodsonWEMail@woodsonptso.org