



## Emails, Aliases and Groups

### Email

"Real" email accounts are simply a location where email messages sent to you are held until you retrieve them. When you connect to the Internet and open your email client (Outlook, Gmail, Hotmail, Yahoo, etc.), it will log into your email account on your provider's email server and download your messages. If you send and receive email messages you have an account on a mail server, somewhere, that will hold (or store) your email messages until you retrieve them. This is the most common form of email address and usually what people refer to when they talk about email addresses.

AAUW CA has a google email account with 3 "real" email users:

1. [Office@aauw-ca.org](mailto:Office@aauw-ca.org)
2. [Siteadmin@aauw-ca.org](mailto:Siteadmin@aauw-ca.org)
3. [Webadmin@aauw-ca.org](mailto:Webadmin@aauw-ca.org)

#### **Recommendation:**

You have your own personal email address. For AAUW Business consider creating an email account or "alias" that includes AAUW in the address. This will alert the recipient that the message is related to AAUW. For instance [aaufox@gmail.com](mailto:aaufox@gmail.com). Most email systems allow you to create multiple emails or Aliases (see below)

### Aliases

An alias email looks just like a "real" email but is completely different behind the scenes. These accounts are typically used for non-person specific addresses such as `webteam@`, `statepresident@`, `membership@` and so on. These accounts do not have a storage area on our email server; rather, they immediately forward all messages they receive to one or more "real" email accounts. Because they are not "real" email accounts you cannot send from the email account.

#### *Some benefits of alias accounts:*

- Messages sent to an alias can be rerouted to multiple recipients, e.g., members of your committee can receive a copy of all emails sent to an alias.
- Preserve "Contact Consistency" – When board members or committee members change we do not have to change our publications or tell branch members or branch leaders to update their address books; as long as our email alias' list is kept current, messages will always be routed to the appropriate people.

What's the different between "real" email accounts and aliases?

- "Real" email accounts are typically used when you want the sender or recipient to communicate with you directly. Aliases are useful when you want the sender's message to be routed to one or more recipients without requiring the sender to know each recipient's "real" email address.

### Groups



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A group is just a collection of contacts. We use groups for distribution lists to send messages to a consistent group of individuals. Examples include

- Board of Directors
- TTcampdirectors
- Leadership Development

There are 2 types of email groups:

### **Branch Officer Report Groups**

These groups include branch leadership positions and state committees. The source of these lists is the Branch Officer Report. The communication team can send messages to these groups. As an example, we use these lists to send our Board to Board Communication.

### **Google Groups**

If you want to regularly communicate with your team without having to ask the communication team to send a message, a google group is the solution. We use these lists for our Board of Director communication.