

5 tips to avoid sending SPAM

by Fiona McCord

#1

Pick your forum.

SPAM laws apply to all electronic messages including email, text messages, instant messaging and use of social media.

#2

Get consent.

Only send promotional material to people that have indicated they want to receive it.

#3

Identify yourself.

You must include your name and accurate contact information. It must be valid for 30 days after sending.

#4

Unsubscribe function.

You must tell people how they can unsubscribe from your list. Button or reply email is fine, the information must be clear.

#5

Not sure? Don't send!

Penalties vary under the law but range from \$9,000 first time offender - \$1.8 million for repeat offender.

More info? [Insert link](#)

