

The Social Marketing Listserv managed by The Social Marketing Association of North America (SMANA) encourages you to use our [Social Marketing Listserv](#) Google Group to share ideas and information of interest to others in the social marketing field. We ask that you do not use this list to promote **for-profit** enterprises, products or services. In general, posts regarding social marketing opportunities, resources, events, questions, and news are welcome, while spam, insults, and repeat postings are prohibited and will be removed.

The Social Marketing Listserv has a large number of subscribers, so we ask that you please adhere to the posting guidelines below to ensure the list provides the most useful and appropriate content for our membership. If you have any questions about whether or not a post is appropriate, please e-mail contactsmana@gmail.com and we will discuss the issue off-list.

Some examples of appropriate uses of the listserv:

- **Questions.** Please feel free to post questions about marketing principles and techniques that influence citizen behaviors and benefit society as well as the individual. Questions about Social Marketing, Social Change Theories and techniques, Formative Research Methods, Case studies, and Program Management. You can get terrific insight and help from your fellow social marketers.
- **Professional Development Tips.** Please feel free to post anything useful to your fellow social marketers such as upcoming trainings, best practices advice, books or article recommendations, internships/job openings, career development resources, etc.
- **Networking Events.** Please feel free to post networking events that would be of interest to our members.

Some examples of inappropriate uses of the email list:

- **Postings designed to incur income to you or your business.** This includes requests for a job or consulting opportunities. Offers of free trainings or pro-bono consulting, including through “gratitude grants” to nonprofit organizations, are acceptable.
- **Political messages or campaign announcements.**
- **Posting items for sale.**
- **Spam, insults, or repeat postings.**
- **Subscribing any members of this list to any other listservs or newsletters is prohibited.**

Posting guidelines:

- **We reserve the right to remove you from the list** if you are found to repeatedly violate these posting guidelines.
- **Use Subject Headers.** Please include a header in the subject line of your post. For instance, if you are posting about a job, start the subject line with [JOB]. Useful header examples are: [Event] [Networking] [Career Development] [Research]

The Social Marketing Listserv email list is open, which means that your posts could be forwarded to others. We are asking all members of our community to voluntarily abide by these guidelines. All events advertised and opinions expressed by members of this listserv belong solely to those members. Thanks for taking the time to read this, and for all the work you do to make the world a better place.