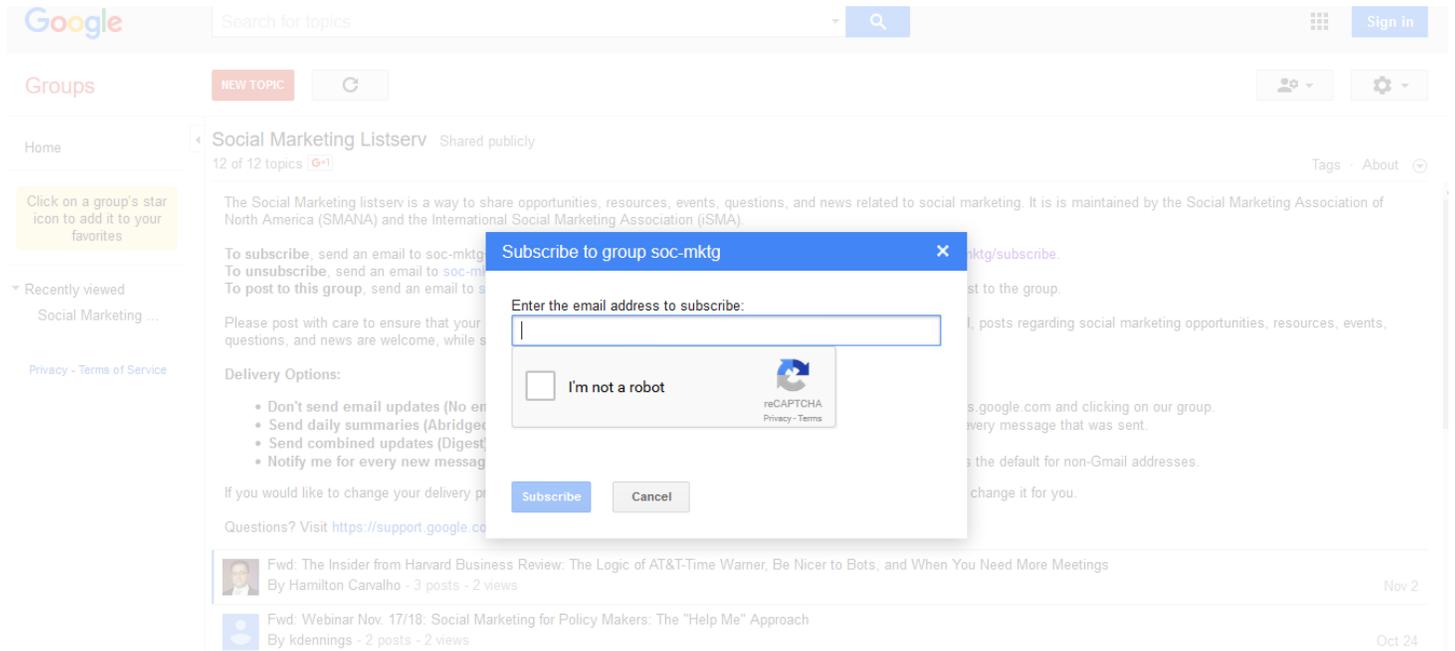


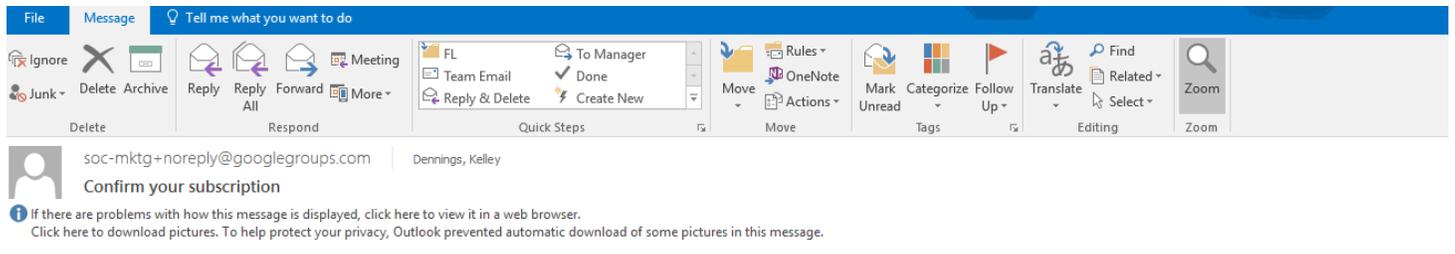
How to Subscribe Using a Non-Gmail Email Address:

1. Go to <https://groups.google.com/group/soc-mktg/subscribe>.
2. Enter your preferred email address to subscribe to the group.



The screenshot shows the Google Groups interface for the 'Social Marketing Listserv' group. A modal window titled 'Subscribe to group soc-mktg' is open, prompting the user to 'Enter the email address to subscribe:' with a text input field. Below the input field is a reCAPTCHA 'I'm not a robot' checkbox. The modal also features 'Subscribe' and 'Cancel' buttons. The background page shows the group's description, delivery options (such as 'Don't send email updates', 'Send daily summaries', etc.), and a list of recent posts.

3. You will receive a subscribe confirmation email to that email address. Click "Join this Group".



The screenshot displays an Outlook email interface. The email is from 'soc-mktg+noreply@googlegroups.com' to 'Dennings, Kelley'. The subject is 'Confirm your subscription'. The body of the email contains the following text:

If there are problems with how this message is displayed, click here to view it in a web browser.
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

We have received a request for this email address to join the [Social Marketing Listserv](#) group, hosted by Google Groups. In order for us to process this subscription, we need confirmation from you. If you did not request to join this group, you may ignore this message.

This message is the result of someone entering your email address in a public subscription box for this group. You will only be added to this group if you click on the button below.

If you have questions related to this or any other Google group, please visit the [Help Center](#).

[Join This Group](#)



Start your own group, or stop invitations like this, or report spam.

4. If done correctly you will see a new message confirming you have been added.

The screenshot shows a Google Groups interface for the 'Social Marketing Listserv' group. A blue notification box is overlaid on the page, stating 'Subscribe successful' and 'kdennings@forestfoundation.org has been successfully subscribed to the group soc-mktg'. Below the notification is an 'OK' button. The background page includes a search bar, navigation buttons like 'NEW TOPIC', and a list of group members and posts. The posts listed include 'Fwd: The Insider from Harvard Business Review...' and 'Fwd: Webinar Nov. 17/18: Social Marketing for Policy Makers...'. The interface also shows options for delivery preferences and contact information for the group.

Please Note: You do not need a google account to send posts, receive posts, or view the google group online."

To Manage Your Google Groups Using a Non-Gmail Email Address:

1. Create a google account using your non-gmail address at <https://accounts.google.com/signup> (Make sure you are signed out of any google accounts.)
2. Make sure to click the link "I prefer to use my current email address".



Create your Google Account

One account is all you need
One free account gets you into everything Google.



Take it all with you

A screenshot of the Google account creation form. The 'Name' section has 'First' and 'Last' input fields. The 'Choose your email address' section has a text input field containing '@gmail.com'. Below it, the link 'I prefer to use my current email address' is highlighted with a yellow oval. Below that is the 'Create a password' section with an input field.

See a sample below.

One account is all you need
One free account gets you into everything Google.

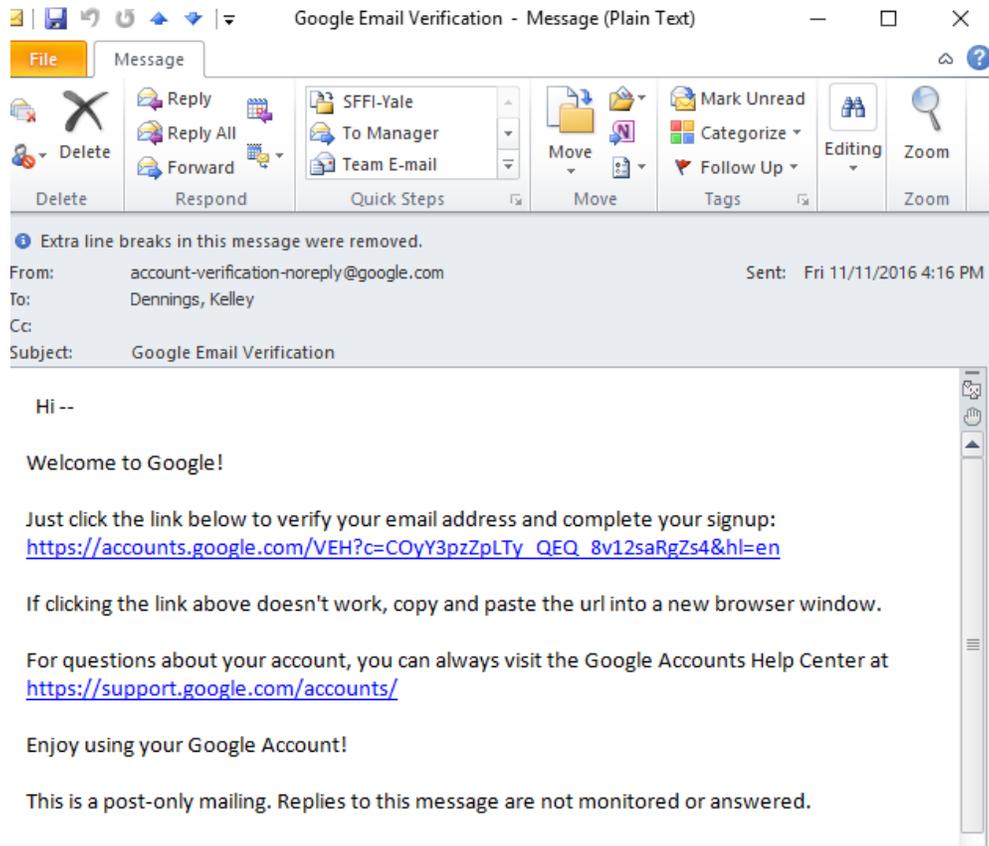


Take it all with you

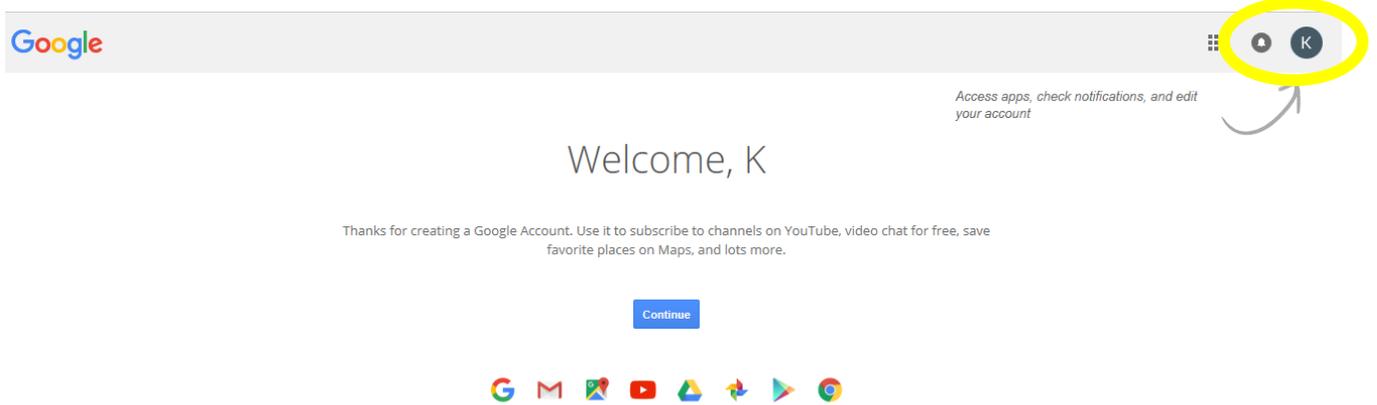
Switch between devices, and pick up wherever you left off.

A screenshot of the Google account creation form with a sample user. The 'Name' section has 'K' in the 'First' field and 'Den' in the 'Last' field. The 'Your email address' section has 'kdennings@forestfoundation.org' in the input field, with a link 'I would like a new Gmail address' below it. The 'Create a password' and 'Confirm your password' sections have input fields filled with dots. The 'Birthday' section has 'January' in the month dropdown, '1' in the day field, and '2000' in the year field. The 'Gender' section has 'Other' in the dropdown menu. The 'Mobile phone' section has a country code dropdown set to 'US'. The 'Default homepage' section has an unchecked checkbox for 'Set Google as my default homepage.'

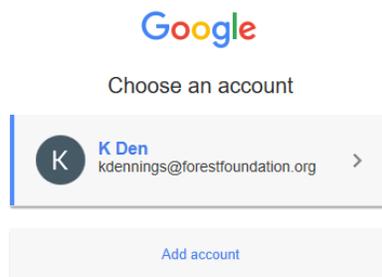
3. You will receive a Google Email Verification email to that address. Click the link provided.



4. You will then be sent to a main Google Accounts page.



5. If you click the circle in the right hand corner of the screen, you will be directed to a login page.



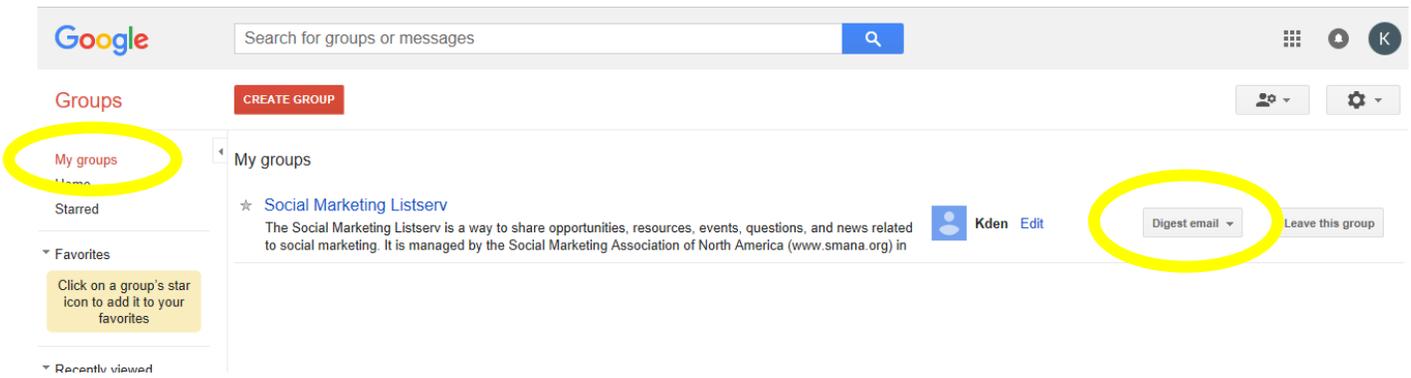
6. Your personal Social Marketing Listserv Google Group administration page will then open up after you login. You can manage your settings via the dropdown menu in the right hand corner.

The screenshot shows the Google Groups interface for the 'Social Marketing Listserv' group. The page includes a search bar, navigation buttons like 'NEW TOPIC', and a sidebar with 'My groups' and 'Favorites'. The main content area contains information about the group, including a description, subscription instructions, and delivery options. A yellow circle highlights the user profile dropdown menu in the top right corner, which contains the following options: 'Membership and email settings', 'Leave this group', 'My global settings', 'My topic email subscriptions', and 'Change display language'.

7. If you pick “Membership and email settings” the following dialogue box will open up. Here is where you can change your email delivery preference, such as choosing to receive daily summaries.

The screenshot shows the 'Social Marketing Listserv membership settings' dialog box. The dialog has a blue header and contains the following information: 'My display name: Kden', a checkbox for 'Link to my Google profile and show my photo on posts', 'Email used for your membership: kdenings@forestfoundation.org', and 'Email delivery preference: Notify me for every new message (about 1 per day)'. A dropdown menu is open, showing the following options: 'Don't send email updates', 'Send daily summaries', 'Send combined updates (25 messages per email)', and 'Notify me for every new message (about 1 per day)'. The dialog also includes 'Save', 'Cancel', and 'Leave group' buttons.

8. An alternate way to change your email delivery preference is by clicking on "My groups" in the left hand navigation bar. You will then see the window below. Then on the right hand side, you can toggle to "Abridged Email" (daily summaries) or "Digest Email" (25 messages per email).



9. If you would like to see the email archives go to the main Google Group Social Marketing listserv page, scroll down to see past email threads. You also have an opportunity to filter on the past threads.

