U.S. CAN-SPAM CHECKLIST

Is Your Email Following Best Practices?

If your organization is sending email, below is a handy checklist to ensure you are CAN-SPAM compliant and are following best practices for email deliverability:

Required by Law:

The subject line accurately reflects the purpose of the message.

"From," "To," "Reply-To," names plainly identify your business.

A valid physical postal address for your business is included (P.O. boxes are now acceptable).

The "unsubscribe" link is easy to find and the recipient needs to take only one action to opt-out (for example, clicking on a button). There are no fees, multiple landing pages, or email verifications involved.

The unsubscribe link is active for 30 days.

Unsubscribes are removed within 10 business days of opting-out.

The email clearly states it is an advertisement or solicitation IF the email list being used is only permission based and has not been verified through opt-in or double opt-in processes.

Note: Laws change. Keep current at: www.ftc.gov/spam

Email marketing tip: If you outsource email marketing to an Email Service Provider (ESP) or another company, monitor what they send on your behalf because you are still legally responsible for complying with the law!

These legal requirements aren't as strict as most people would expect. In fact, the CAN-SPAM Act has been jokingly referred to as the "You Can Spam" Act due to its loose stipulations. Internet Service Providers (ISPs) determine much of what is considered spam. Until more rigid legislation is put in place, there are several best practice processes we recommend to ensure your email marketing is successful.

Suggested Best Practices:

Boxes to "opt-in" to your mailings are not pre-checked.

Expectations have been set regarding what will be sent and how often.

The email includes text encouraging new subscribers to add your email list to their address book (a.k.a. "whitelisting").

The email has a clearly visible link to your privacy policy.

The email contains no material that could be offensive to others.

The language within the email is professional and simple. No large fonts, bolded red letters or multiple exclamation points.

The email being sent was specifically requested and will be expected by subscribers.

The email is being sent at the frequency promised during the opt-in process.

The email list is permission-based.

Email addresses have not been harvested or randomly generated.

Email addresses of unsubscribed recipients have not been shared with any other entity.

The unsubscribe option includes the subscriber email address, date of opt-in, how they were added to the mailing list, and what list they were added to.

Beyond a postal address, include your phone and email contact information.

A dedicated IP address is used to send email.

active NETWORK

Email marketing tip: Send a confirmation email to verify the email address of new subscriber—this is a **confirmed opt-in**. A further step would require the subscriber to respond to the verification email by clicking a link or sending a reply email. This is a "**double opt-in**". Requiring single or double opt-in verifications results in smaller, but much more active databases.

After checking off your list, take a test drive. There are free spam-scoring tools online that will run email content through SpamAssassin, one of the most popular spam filters among Internet service providers, and generate a report detailing any penalties you rack up. Try one out here: www.gravitymail.com/spamscore.php.

Aside from monetary and legal repercussions, it's simply good business to follow EPCA rules and best practices. Subscribers will receive email they are interested in and your lists will grow, increasing revenue and building your business the right way.