MM Platform Help guide: Emails and Mailing Lists in the Making Music Platform

This guidance has been compiled by Making Music for use by Making Music members and forms part of the Making Music Platform service help guides. This guide specifically covers Emails and Mailing Lists in the Making Music Platform.

Before reading this, please ensure you have read our help guide on Getting Started with your Making Music Platform (https://www.makingmusic.org.uk/resource/getting-started-your-making-music-platform).

All of the Making Music Platform help guides and latest Platform News can be found on the MM Platform Service Hub page (https://www.makingmusic.org.uk/mm-platform-service-hub).

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UNDERSTANDING THE EMAILS AND MAILING LISTS TAB

The Email Addresses and Mailing Lists page

Your Making Music Platform comes with a fully functional email system, because the Making Music Platform website sits on top of an industry-standard website/email hosting account. The email component of your hosting account - the part of your account responsible for delivering emails to and from your group's email addresses - is entirely separate from the Making Music Platform software itself. But the two systems (your Making Music Platform software and your email service) are nicely integrated. There are pages in your Making Music Platform that allow you to create email addresses - and when you do so, the Making Music Platform software communicates with the email service, instructing it to create the actual email address on the server.

In other words, there are the actual email addresses on the server, and then there's the knowledge that your Making Music Platform software retains about those email addresses. Hopefully those two systems will correspond 100%, where every email address that your Making Music Platform software believes should exist actually exists. But they can become out of sync sometimes. It's possible to manually create email addresses directly on the server that Making Music Platform doesn't know about, and it's also possible that the communications between the Making Music Platform software and the underlying hosting account could break down occasionally.

So it's possible for the actual email addresses on the server to not match what the Making Music Platform software thinks should be on the server.

There is an administration page in your Making Music Platform that compares what's actually on the server with what Making Music Platform thinks should be on the server, and identifies any discrepancies. This is the Email Addresses and Mailing Lists page. There's a link to this page in the Administration Dashboard in your Making Music Platform (on the Emails row).

This page lists all email addresses in your account (both regular email addresses and mailing lists). It lists what email addresses actually exist on the server, and also lists what Making Music Platform thinks should be on the server, and highlights the differences. If there are differences, your email system may not function the way you expect it to.

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The page has two tabs, Email Addresses and Mailing Lists, detailed below...

The Email Addresses tab

The Email Addresses tab (example shown below) lists all the regular email address (both forwarders and mailboxes). Regular email addresses are almost always associated with Making Music Platform Positions (president, treasurer, music director, etc).

 TIP: for more information, see our Positions help guide.

 The Status column shows the relationship between the actual email address on the server and what Making Music Platform thinks should be on the server. The Status column can show any of the following:

1. Mail held for collection in server mailbox - the mail sent to this email address does not currently get forwarded to any specific member or members. Instead, the member who holds the position needs to configure their email programme (Microsoft Outlook, Mac Mail, etc) to collect any waiting emails from the server. If Making Music Platform recognises this email address, then the member who has been nominated to collect these emails is listed as well. There's also a link that, when clicked on, shows the configuration details that need to be put into the member's email programme in order for that email programme to send/receive emails with this email address.

2. No members in position - As there are no members that currently hold the position that corresponds to this email address, no forwarder exists (meaning that emails are not currently forwarded to anyone's personal email address).

3. Correctly forwards to - This email address is a forwarder to a member's personal email address, and the forwarder that is present on the server correctly corresponds to what Making Music Platform believes it should be.

4. Needs to forward to - Making Music Platform believes this email address should forward to the personal email address of a member (shown), but the forwarder does not exist on the server.

5. Unnecessary forward to - The email address exists on the server as a forwarder to the email address shown, but Making Music Platform has no knowledge of this forwarder.

Administering the Email Addresses tab

If discrepancies exist, you are presented with options for fixing them. These are represented by icons in the Actions column...

Status	Actions
Needs to forward to	Remove member from position - Even though Making Music Platform believes that the email address needs to forward to a particular member's personal email address, that may not be correct in the real world. Perhaps the indicated member no longer holds the position. If so, the easiest way to solve this issue is to remove the member from the position record in Making Music Platform. Click the icon that corresponds to this action. Create forwarder - If you agree with Making Music Platform's assessment that the forwarder needs to exist, then click on the corresponding icon.
Unnecessary forward to	Add member to position - Perhaps the presence of the unknown forwarder is actually correct, and Making Music Platform is not aware that this email address really is supposed to forward to the indicated member's personal address. If this is the case, simply click on the corresponding icon, and the member will be added to the position.

	Remove forwarder - If this really is an unnecessary forwarder, you can click the appropriate icon to remove it.

Mailing Lists tab

The Mailing Lists tab (example shown below) lists all of the mailing lists, along with every email address subscribed to each mailing list.
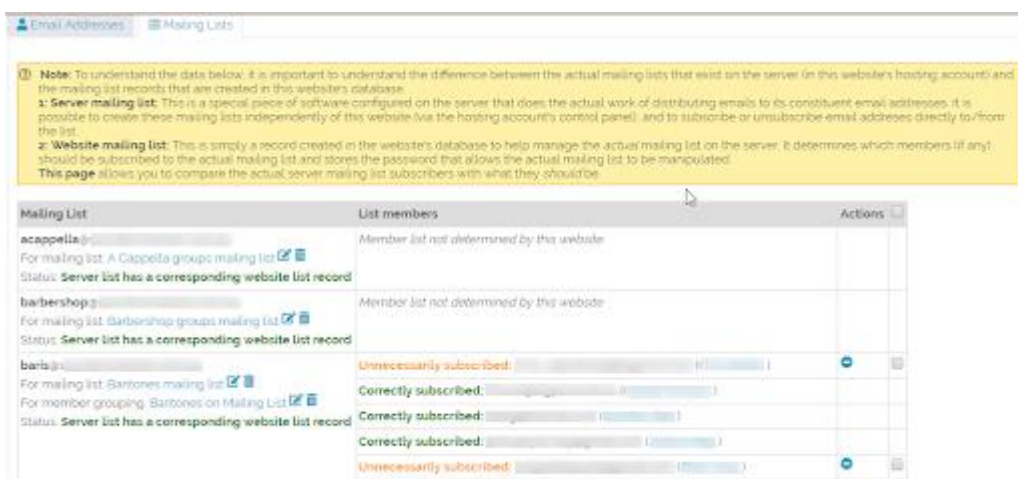
This tab actually has checks in two columns: The Mailing List column and the List Members column.

The Mailing List column lists the actual mailing list email address, and shows one of the following statuses:

1. Server list has a corresponding website list record - The mailing list on the server correctly corresponds to the mailing list that Making Music Platform expects to find on the server.

2. Unknown list on server - The mailing list on the server is unknown within the Making Music Platform software.

3. Website list record does not correspond to any actual server mailing list - The Making Music Platform software is expecting a mailing list to exist on the server, but it does not exist.

In the List Members column is a second set of checks: comparing the subscribed email addresses on each list with the set of email addresses that Making Music Platform believes should be on list. Each email address has one of the following statuses next to it:

1. Correctly subscribed - the email address is subscribed to the mailing list, as the Making Music Platform software believes it should be.

2. Unnecessarily subscribed - the email address is subscribed to the mailing list, but the Making Music Platform software doesn't believe it should be.

3. Needs to be subscribed - the Making Music Platform software believes that the email address should be subscribed to the mailing list, but it's not.

4. Member list not determined by this website - This mailing list is not based on either a member grouping or a committee/team, so the Making Music Platform has no way of determining which email addresses should be subscribed to the mailing list. These mailing lists are typically for friends/supporters (as opposed to members from your database). This is not an error.

Administering the Mailing Lists tab

To rectify any of the discrepancies identified above, a selection of "action icons" are provided.

The following actions exist to fix the issues from the Mailing List column...

Mailing List issue	Actions
Unknown list on server	Create mailing list record in website - Create a record of the mailing list in the Making Music Platform software, to match the actual mailing list on the server. Delete actual mailing list from server - Remove the mailing list from the server.
Website list record does not correspond to any actual server mailing list	Create actual mailing list on server - Create the actual mailing list on the server to match what the Making Music Platform software thinks should exist. Delete mailing list record from website - Remove the extraneous ecord of the mailing list from the Making Music Platform software.

The following actions exist to fix the issues from the List Members column...

| List Members entry	Actions
Unnecessarily subscribed	Unsubscribe member from mailing list - Unsubscribe this email address from the actual mailing list on the server.
Needs to be subscribed	Subscribe member to mailing list - Subscribe this email address to the actual mailing list on the server.

Bulk Actions

You may find that there are many email addresses that need to be either subscribed to or unsubscribed from the mailing lists. Performing these actions one by one would be a very time-consuming process. It is possible to select multiple actions, via a set of tickboxes in the right-hand column, and then perform all the corresponding actions with one click of the mouse.

The tickboxes look like this...

And at the foot of the page, you'll see the following buttons:
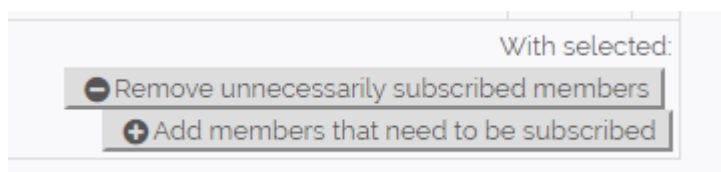
Remove unnecessarily subscribed members - Tick the boxes in the right-hand column next to any email address that are unnecessarily subscribed, then scroll to the bottom and click this button to unsubscribe all the email addresses at once.

Add Members that need to be subscribed - Tick the boxes in the right-hand column next to any email addresses that need to be subscribed, then scroll to the bottom and click this button to subscribe all the email addresses at once.

If you cannot find what you are looking for in our help guides or have any questions please get in touch.

CREATE AND ADMINISTER MAILING LISTS

About the Making Music Platform Mailing List System

Making Music Platform uses a mailing list software package called "Mailman" (https://www.gnu.org/software/mailman) to deliver group emails. Making Music Platform integrates tightly with Mailman for subscribing and unsubscribing email recipients, and sending emails to those recipients.

Note that Mailman is *not* part of Making Music Platform - it is a separate, industry-standard software package that Making Music Platform integrates with. This can create confusion, as Making Music Platform keeps information about each Mailman mailing list within its database, but the actual mailing list is in a separate part of your account.

Types of mailing lists

You will likely want one or more of the following types of mailing lists for your Making Music Platform system...

1. Mailing lists for groups of members - either the full set of members or a subset such as Basses, Tenors, etc

2. Mailing lists for teams or committees - such as Executive, Board of Directors, Music Team, Events Team, etc

3. Mailing lists for supporters/friends (non-members of your organisation)

Each is configured slightly differently, as described in the following sections

How do mailing lists work?

In Making Music Platform/Mailman, every actual mailing list is identified by an email address - a regular email address, such as members@mygroup.com. Any email sent to a mailing list's email address is automatically distributed to each person that is subscribed to that mailing list. This way, you only ever need to address an email to a single, simple email address in order to have the email sent to a large group of people.

Mailing lists can be configured in a variety of ways (see below). In the most common scenario, any person who is subscribed to a mailing list can send emails to that mailing list. So if the mailing list contained the email addresses of all your members, then any of those members can send emails to all other members. This may not be the desired behaviour, and if so, this can be easily changed. A

mailing list of supporters/friends, or other non-members of your organisation, is an example of a mailing list where you would *not* want everyone on the list to be able to send emails to the whole mailing list.
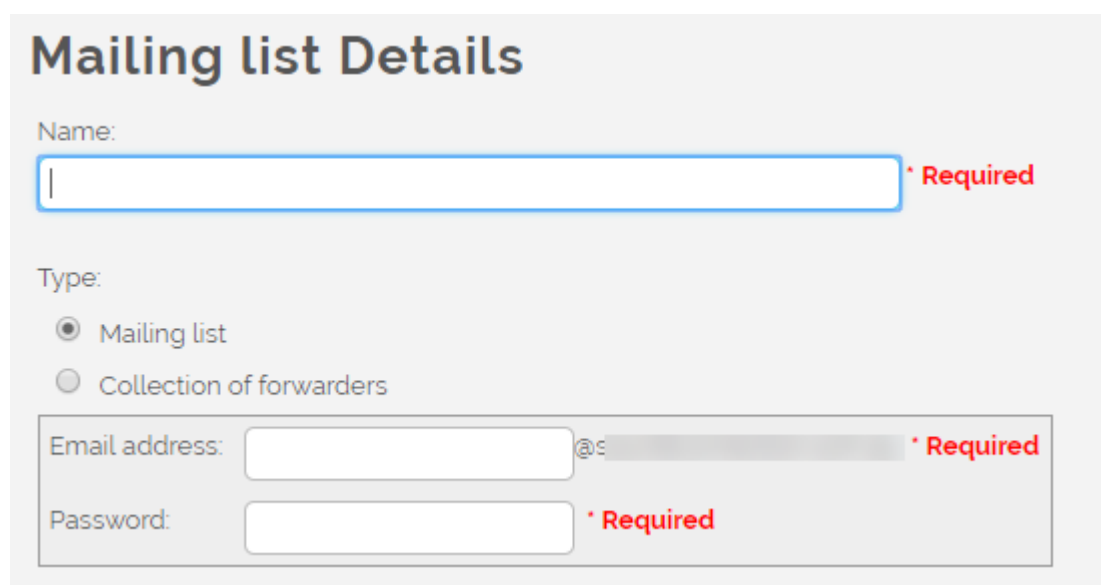
Also keep in mind that because a Mailman mailing list is a simple email address, *anyone* can send an email to that address - including non-members of your group or even spammers (if they know about the email address). There are options within each mailing list's configuration that determine what happens when someone who is *not* on the mailing list sends emails to the mailing list. Options include accepting the email (not recommended), silently discarding the email (also not recommended), bouncing the email back to the sender, or asking the list's *moderator* to decide (see Moderating a Mailman Mailing List, below).

Creating a Mailing List

As a Making Music Platform administrator, you can create a mailing list from a number of pages on your website:

- From the Mailing List page, via the Add new mailing list button in the top-right corner of the page

- From the Member Groupings page, via the Create mailing list link displayed next to each member grouping's name.

- From a Committee/team's page, via the Create mailing list link displayed beneath the committee/team's name at the top of the page.

All of the above options will take you to the Mailing list Details page:

The fields on this page are described below:

Name

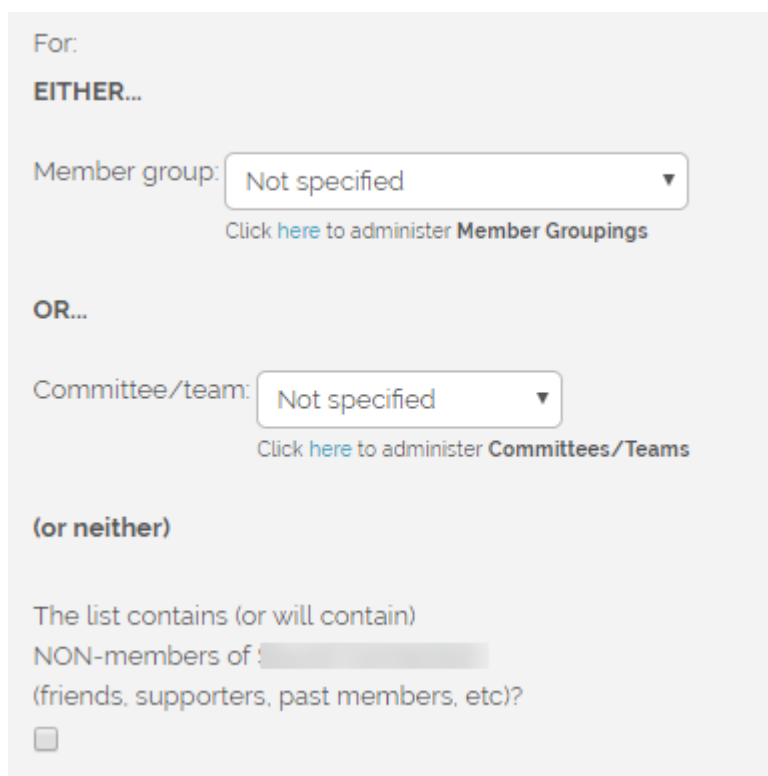The name of your new mailing list, such as "Members mailing list", or "Website Team mailing list".

Email address

This is the address by which your email address will be identified - the email address that people will send emails to, in order to have their email distributed to everyone on the list (as described above). Note that you are *creating* a *new* email address at this point, so you must invent a new email address at this point, one that doesn't already exist. For example, if the mailing list is for the "Website Team", then you could enter something like 'webteam' into the Email address box, which will create the mailing list with an email address something like webteam@mygroup.com.

Password

Invent a password for the mailing list, and enter it here. The password will be used during the *moderation* process (see below).

The next set of fields (shown below) allow us to specify what collection of members this mailing list is based on (if any). Your mailing list will either be for a Member grouping, a Committee/team, or neither (non-members of your organisation, such as supporters/friends).

Member Grouping

If you are creating a mailing list for one of your member groupings, select the name of the member grouping from the drop-down list, as shown below...
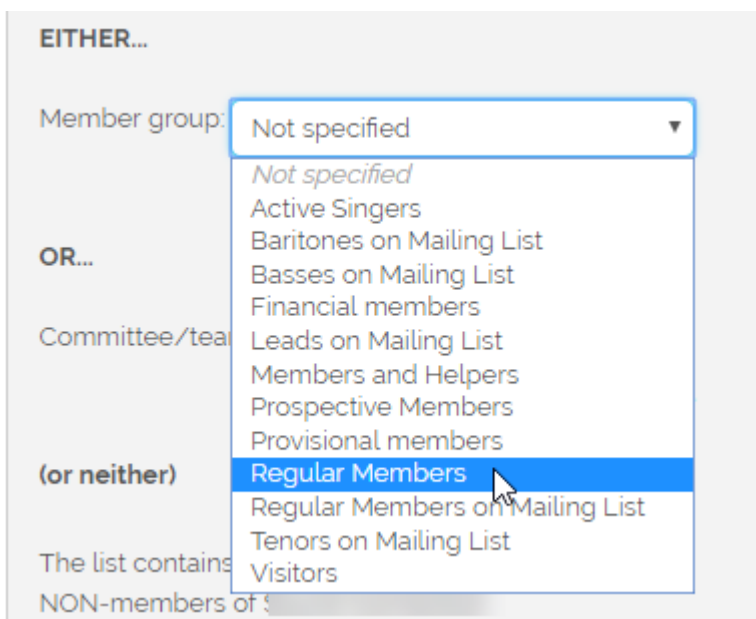
Note: If you are creating this mailing list via a Create mailing list link on the Member Groupings page, then the name of the member grouping will be already pre-selected.

Committee/team

If you are creating a mailing list for a Committee/team, select the name of the Committee/team from the drop-down list, as shown below...
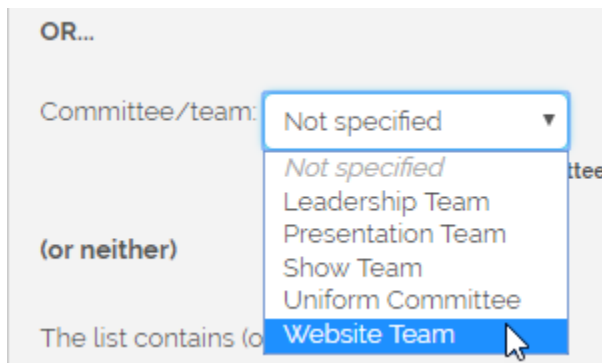
Note: If you are creating this mailing list via a Create mailing list link on a Committee or Team's page, then the name of the committee/team field will be already pre-selected.

"Non-members"

Tick this box if you are creating a mailing list that will include people that are not members of your group, such as supporters, friends, etc.

> (or neither)
>
> The list contains (or will contain)
> NON-members of ▓▓▓▓▓▓ ▓▓▓▓▓▓▓
> (friends, supporters, past members, etc)?
> ☑

Regular member access

This specifies who is allowed to know of the existence of this new mailing list, as follows...

> Regular member access
>
> ⦿ List is visible to regular members
>
> ○ List is only visible to members of the committee/grouping upon which the list is based (above)
>
> ○ List is never visible to regular members (only admins)

Display Ranking

The number entered for the Display Ranking specifies in what sequence this mailing list will appear in the list of mailing lists on the Mailing Lists page. Mailing lists with lower display rankings (e.g. 10) will appear before higher display rankings (e.g. 80).

Tuning a Mailing List

Before a new mailing list can be used, it must be "tuned". Tuning means optimising the configuration of the mailing list for your particular needs.

When you have finished entering details on the Mailing list Details page and clicked Save at the bottom of the page, the system takes you to the Tune Mailing List page, shown below...

TUNE MAILING LIST

For: Members Mailing List

It is important that you tune this mailing list. If you don't, the list will not work optimally, and you run the rist of losing emails. Please complete the options below to complete the tuning process...

Mailing list type:
- ⦿ A group of members - either the full set of members, or a subset such as Basses, Tenors, etc
- ◯ A team or committee - such as Executive, Board of Directors, Music Team, Events Team, etc
- ◯ Supporters/friends (non-members of your organisation)

Mailing list name: ▓▓▓▓▓▓▓▓ Members Mailing List

Administrator/Moderator email address(es): webmaster@▓▓▓▓▓▓▓▓▓

🖫 Submit

Ensure that the details on this page match your intentions for the mailing list. The options are described below...

<u>Mailing List Type</u>

The Mailing List Type that you select determines certain behaviours of the list, as follows...

Behaviour	A group of members	A team of committee	Supporters/friends
Recipient clicks "Reply"	Reply is addressed to original sender	Reply is addressed to entire mailing list	Reply is addressed to original sender
Subscribers can send emails to the whole list	Yes	Yes	No If they try, their email is held for moderation
Subscriber gets "you have been unsubscribed" message when	No	No	Yes

they leave the mailing list			
List administrator is notified if someone subscribes or unsubscribes themselves	Yes	Yes	No
Subscribers are automatically removed from the list if sending to them results in repeated bounce messages	No	No	Yes

Mailing List Name

The Mailing List Name is the name that emails from the mailing list appear to be *from* - either directly (from = "My-Group-name Members Mailing List") or indirectly (from = "Fred Smith via My-Group-Name Mailing List"). You can, of course, enter any name you want here.

Administrator/Moderator email addresses

Specify the email address(es) of the administrators/moderators of this mailing list. Ensure that any email addresses you enter actually exist!

Where there is more than one administrator email address, specify each email address on a separate line.

Click the Submit button at the foot of the Tune Mailing List page when you have finished entering these fields.

Sending Emails to a Mailman Mailing List

Recall that every mailing list is identified by an email address, just like any other email address in the world, meaning that if someone - *anyone* (not necessarily a member of your group) - knows the

email address, they can send emails to it. The Mailman software has rules in it governing what to do when emails are received from unknown email addresses.

So an email can be sent to a Mailman mailing list from *anywhere* - any email programme (Microsoft Outlook, Mac Mail, etc) or online service (Gmail, YahooMail, etc). Emails can also be sent to a mailing list from within the Making Music Platform website, such as the Send Email page, or via the functionality for notifying members of a new/updated song, event, document, news item, poll, announcement, etc.

Sending Emails to Mailing Lists from the Send Email page

From the Send Email page, an email can be sent either to manually selected recipients, or to any of your mailing lists, as shown below...

To send an email to anyone of these mailing lists, simply tick the box next to the name of the mailing list you wish to send to, add the subject and body of your email, and click Send at the bottom of the page.

Sending Emails to Mailing Lists from a Song's page

From a Song's page, click on the Email song to members now button to display the Email song to members now box shown below...
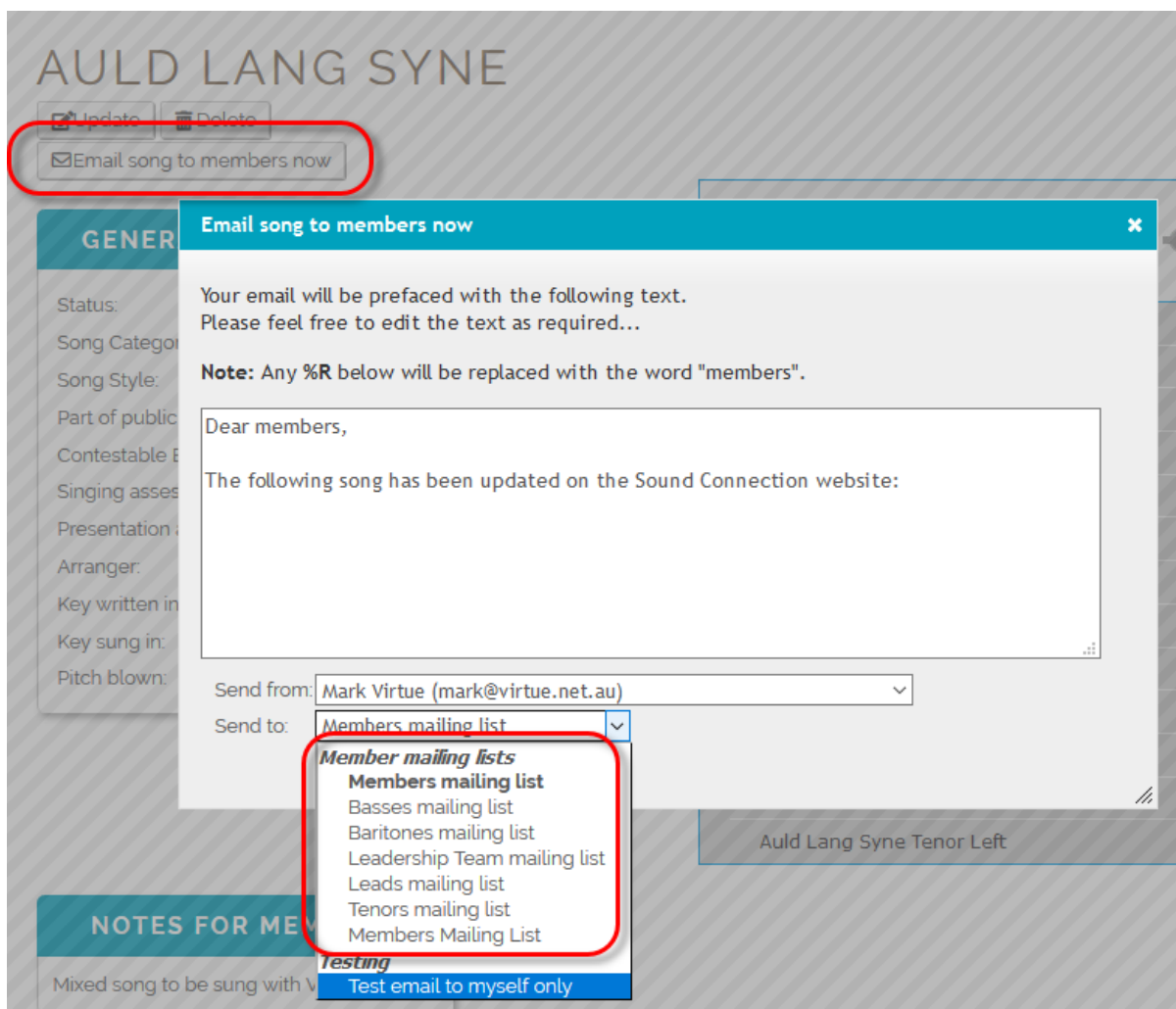
To send an email to anyone of the mailing lists listed in the Send to drop-down list, select the mailing list name and click the Send button beneath this.

Note: In the case of the Song's page, the only mailing lists we can send an email to are mailing lists that contain only members, since song details cannot be sent to non-members.

Manually Subscribing and Unsubscribing

With mailing lists that are based on member groupings or committees/teams, it is generally not necessary to manually subscribe or unsubscribe email addresses to/from the mailing list. Typically the only sorts of mailing lists that require manual subscribing or unsubscribing are friends/supporters mailing list.

If you ever need to manually subscribe or unsubscribe email addresses to/from a mailing list, it's done as follows...

On the main Mailing Lists page, click the Administer link to the right of the mailing list in question. On the mailing list's page, there is a list of the email addresses that are currently subscribed to the mailing list, as shown below...

To manually unsubscribe an individual email address, click on the Unsubscribe icon (the "minus" icon), next to the email address in question.

To manually subscribe email addresses to the list, enter the email addresses you want to subscribe into the Subscribe New Email Addresses box, which appears below the list of currently subscribed email addresses...

Separate the individual email addresses with commas, semicolons, spaces or newlines. Click the Subscribe button beneath this to subscribe these addresses to the mailing list.

Moderating a Mailman Mailing List

When an email is sent to a mailing list from an email address that is *not* one of the email addresses on the list, then the mailing list needs to know what to do with this email. Is it spam? Should it be delivered to the list? The mailing list software can't know the answer to this and often needs to ask for human intervention.

For example, you may have a member whose personal email address is subscribed to the "members" mailing list, but he or she occasionally sends emails to the mailing list from their *work* email address. You *could* simply subscribe their work email address to the mailing list as well, but perhaps they don't want to receive personal emails at work, or perhaps they don't want to receive two copies of every mailing list email. Not to mention that Making Music Platform cannot automatically manage more than one email address for any member.

Another example: Your music director wants to be able to send emails to the mailing list of each "section" (tenor, bass, etc), but the director doesn't want to receive all emails sent to those lists.

So we need a mechanism to allow people who are *not* on a mailing list to be able to send to the mailing list. And we also need a mechanism to decide what should happen to any email sent to a list from an email address that is not on the list.

This decision mechanism is called moderation. It's the responsibility of the "list moderator", typically the person who holds the email address webmaster@YOURDOMAINNAME.COM. It can sometimes be a tedious, time-consuming task, but it gets better over time, as we shall see...

Any time an email is sent to a mailing list from an email address that is *not* one of the email addresses on the list, the list needs to know what to do with this email, so it asks the list moderator, by sending an email to the list's Moderator email address (see above), which would typically be set to webmaster@YOURDOMAINNAME.COM. The email looks like this...
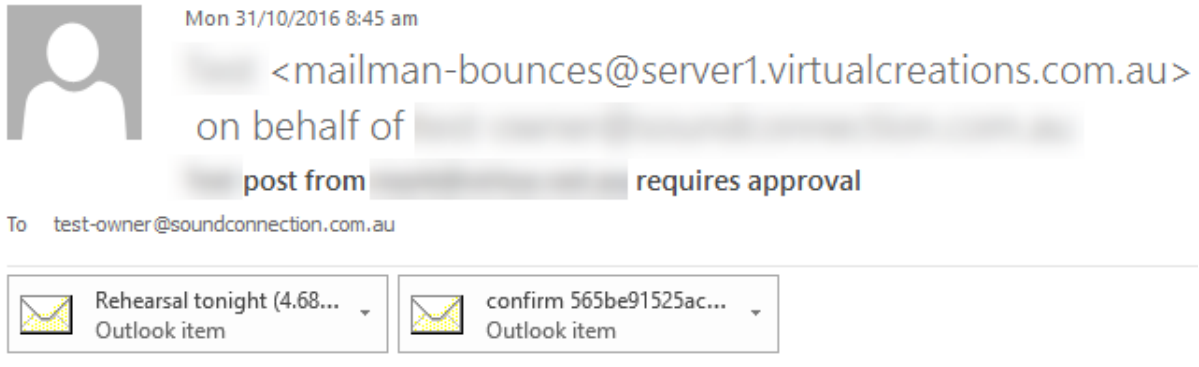
The list moderator must then do the following...

1. Click on the big link in the email

2. Log into the Mailman mailing list console with the list's administrator password. If you don't know this password, it can be found by doing the following...

    i. Log into your main Making Music Platform Members area

    ii. Click on the Mailing Lists icon

    iii. Click on the Administer link to the right of the mailing list in question

    iv. Click the Update button at the top of the mailing list's page. The password will be shown on the page you're taken to.

3. You will be shown a page similar to the following...

Administrative requests for mailing list: ▨

This page contains a summary of the current set of administrative requests requiring your approval for the ▨ mailing list. First, you will find the list of pending subscription and unsubscription requests, if any, followed by any postings being held for your approval.

For each administrative request, please select the action to take, clicking on the **Submit All Data** button when finished. More detailed instructions are also available.

You can also view the details of all held postings.

Submit All Data
☐ Discard all messages marked *Defer*

Held Messages

From ▨
Action to take on all these held messages:

Defer   Accept   Reject   Discard
◉   ○   ○   ○
☐ Preserve messages for the site administrator
☐ Forward messages (individually) to:
[▨]
☐ Add ▨ to one of these sender filters:

Accepts   Holds   Rejects   Discards
○   ○   ○   ◉
☐ Ban ▨ from ever subscribing to this mailing list

Click on the message number to view the individual message, or you can view all messages from ▨

[1] **Subject:** Rehearsal tonight
Size: 6601 bytes
Reason: Post by non-member to a members-only list
Received: Sun Oct 30 17:45:04 2016

☐ Discard all messages marked *Defer*
Submit All Data

4. First, you must decide what to do with *this* email, via the Action to take on all these held messages section. You have four choices:

    i. Defer - do nothing at all. This email remains on hold, awaiting moderation

    ii. Accept - allow this email to be delivered to all the people on the mailing list

    iii. Reject - bounce the email back to the sender

    iv. Discard - silently delete the email

5. If you're not sure what to do with this email, and you need to *see* the email before you decide, you can either click the [1] link next to the email subject or return to the moderation email you received, which will contain an attached copy of the original email.

6. It's highly likely that you'll want to perform the same action (accept/reject/discard) with *all* future emails from this same email address. Mailman offers you the option to automatically do that in future, via the Add [email address] to one of these sender filters section:

   i. Accepts - Always accept emails from this email address, for delivery to all people on the mailing list

   ii. Holds - Always hold emails from this email address for moderation (just like what's happening now)

   iii. Reject - Always bounce emails from this email address back to the sender

   iv. Discards - Always silently delete emails from this email address

7. It is important that you take this extra step so that you are not pestered by emails from this email address to this list in future. Over time, emails from these unknown email addresses should gradually dry up, as you have decided what to do with each one.

8. Click the Submit All Data button at the bottom of the page.

So if you want to allow someone who's not part of a mailing list to send an email to that mailing list, simply ask them to send the email. When it is received by the mailing list, it will be held for moderation, and an email will be sent to the webmaster (you). You can then approve the email to be delivered, and add their email address to the list of all email addresses that are allowed to *always* send to the list.

The "noreply" Email Address

What happens if you're asked to moderate an email from the noreply@YOURDOMAINNAME.COM email address? What is this email address?

Firstly, if you've set up your mailing list correctly, you shouldn't ever be asked to moderate emails sent from this email address. This email address is automatically added to the List of non-member addresses whose postings should be automatically accepted when the mailing list was first created. But perhaps it didn't happen...

The "noreply" email address is a specific, built-in, hidden email address within the Making Music Platform system. It is used whenever anyone sends an email from the Send Email page of your website (and a couple of other internal places). It is used to better facilitate email delivery - to attempt to bypass many email server's rules about what emails should be blocked. It works quite well and doesn't interfere with the recipient's ability to reply to an email that they receive from someone sent "from" this email address.

Because the "noreply" email address is used extensively within the Making Music Platform system, the associated mailing lists need to be aware of it and know what to do when an email arrives from that email address. So if you are ever asked to moderate an email from the "noreply" email address, "accept" it, and also add it to the "Accepts" list.

Allowing Members of One Mailing List to Send to Another Mailing List

Sometimes it is useful to allow all the members of one mailing list to send emails to another mailing list - without having to have their emails moderated (as per above). For example, you may want all your regular members to be able to send emails to the "Board of Directors" mailing list. If you want to allow this sort of behaviour, then there are two steps to follow...

First, you need to ensure that the target mailing list ("Board of Directors" in this example) is simply visible to members. Do this as follows:

1. Log into the main Members page as an administrator

2. Click the Mailing Lists icon

3. Click the Administer link to the right of the mailing list in question (e.g. "Board of Directors")

4. Click the Update button at the top of the page

5. Ensure that the Regular member access option is set to List is visible to regular members

6. Click Save at the bottom of the page

Secondly, you need to adjust the mailing list itself:

1. On the mailing list's page (as above), click the link called Administer this list via external Mailing List Management Console (Mailman)

2. In the top set of links, click the Privacy options... link, then Sender filters

3. In the box called List of non-member addresses whose postings should be automatically accepted, you need to add the name of the *other* mailing list (in this example the *members* mailing list), so that everyone on that list can send emails to *this* list without moderation. You need to add the name of the mailing list in a very particular (and non-obvious) way. If the email address of the list is (for example) members@mygroup.com, then you need to add it as follows: @members_mygroup.com

4. Click Submit your changes at the bottom when you're done.

Allowing Anyone with an "Official" Email Address to Send to a Mailing List

There's also a way to allow anyone with an "official" email address to send to a mailing list. An "official" email address might be something like president@mygroup.com, or treasurer@mygroup.com. These instructions allow *any* member with an official email address to send to a mailing list using that email address.

Note: It's not sufficient for a member to simply be able to *receive* emails to that official address - they also need to be able to *send* using that official email address. If the email address is set up as a

"mailbox on the server", for use with a standard POP email programme (such as Microsoft Outlook or Mac Mail), then that is sufficient - the member can send using their official email address. If the email address is set up as a "forwarder to the member's personal email address", then the only way that member can *send* using that email address is via the Send Email page on the website.

To allow *any* official email address to send to a mailing list:

1. On the mailing list's page (as above), click the link called Administer this list via external Mailing List Management Console (Mailman)

2. In the top set of links, click the Privacy options... link, then Sender filters

3. In the box called List of non-member addresses whose postings should be automatically accepted, add the following: ^[^@]+@mygroup.com (replace "mygroup.com" with your own domain name, of course)

4. Click Submit your changes at the bottom when you're done.

Allowing Someone who is not part of a Mailing List to Send to the Mailing List

It's also possible to allow *any* individual to send to a mailing list. To do this, proceed as follows:

1. On the mailing list's page (as above), click the link called Administer this list via external Mailing List Management Console (Mailman)

2. In the top set of links, click the Privacy options... link, then Sender filters

3. In the box called List of non-member addresses whose postings should be automatically accepted, add the individual's email address.

4. Click Submit your changes at the bottom when you're done.

Allowing Specific People to Send to a "Friends" Mailing List

Your group may have a mailing list for sending news and announcements to your friends and supporters. Let's refer to this mailing list as the "Friends" mailing list (although it could have any name).

By default, the Friends mailing list blocks anyone from sending to it. That's so that the people *on* this list (your supporters) can't "reply all" to the list and send to everyone else. If you want someone specific to be able to send emails to the Friends mailing list, you need to manually allow them to, as follows...

1. Ensure you're logged into the main Members page

2. Click the Mailing Lists icon

3. Click the Administer link to the right of the Friends mailing list (whatever it's called)

4. Click the link called Administer this list via external Mailing List Management Console (Mailman)

5. If the email address of the person that you wish to allow to send to the list is currently one of the subscribed email addresses on the list, then, in the top set of links, click the Membership Management link

6. Find their email address in the list, and then *un*-tick the box immediately to the right of their email address (in the mod column - "mod" means "will be moderated if they attempt to send to the list"), and click the Submit your changes button at the bottom of the page

7. In the top set of links, click the Privacy options... link, then Sender filters

8. In the box called List of non-member addresses whose postings should be automatically accepted, add their email address, and click Submit your changes at the bottom of the page

Creating a mailing list for a Committee/Team

A mailing list for a team can be created from the Committee/Team's page, as outlined in our guidance above. At the top of the page, under the page title, we can see the Create mailing list link (circled in the image below)...
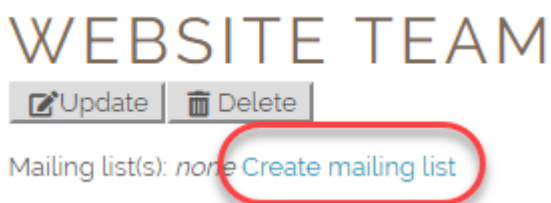
To create a mailing list for your Committee/team, proceed as follows:

1. Click on the Create mailing list link (circled above). This displays the Mailing list Details page.

2. The top of the Mailing list Details page is shown in the image below...

Mailing list Details

Name:

[   ] * Required

Type:

- ⦿ Mailing list
- ◯ Collection of forwarders

Email address: [   ] @soundconnection.com.au * Required

Password: [   ] * Required

3. Enter a Name for your mailing list, such as "Website Team Mailing List".

4. Enter an Email address and Password for your mailing list. Note that you are *inventing a* *new* email address here (and inventing a password). This will be the email address that people send emails to if they want their email to be distributed to all members of the committee/team. For example, if the mailing list is for the "Website Team", then you could enter something like 'webteam' into the email address field, which will create the email address webteam@yourgroup.com.

5. Specify who can *see* the new mailing list...

Regular member access

- ⦿ List is visible to regular members
- ◯ List is only visible to members of the committee/grouping upon which the list is based (above)
- ◯ List is never visible to regular members (only admins)

ⓘ Ticking this box also allows regular members to see this list's subscribed email addresses

Display ranking:

[   ] (1-100) * Required

6. The number entered for Display Ranking specifies where this mailing list will appear in the list of mailing lists on the Mailing List page.

7. Click Save at the bottom of the page.

EMAIL NEWSLETTERS

About Newsletters - getting set-up

Making Music Platform allows you to send out regular newsletter bulletins to either your members or your friends/supporters - via the mailing lists system. These newsletters have the following features...

- They are attractive, using your existing "branded" email template, with your own colour scheme and logo

- They are primarily constructed from existing news items and events on your website. You "assemble" a newsletter from existing news items and events, rather than create the newsletter from scratch. You are also able to add extra custom text/images to each newsletter if you want, but generally, this is not necessary.

- Assembly of a new newsletter is easy and user-friendly. You can even drag-and-drop the articles in your newsletter into the correct order.

- A table of contents (with links) will be added to the top of the newsletter automatically

- There is a simple, working unsubscribe system for your friends/supporters

Before you create a newsletter

As mentioned above, each newsletter is "assembled" from existing news items (or any other Bulletin Board items) and events (plus other ad hoc text). This means that before you create the newsletter, the news items and events must already exist on your website. You're likely already familiar with creating events. In case you don't know how to create a news item, they are simply entries on the "Bulletin Board".

Strong recommendation: To make your newsletter as attractive as possible, each news item and each event should have an associated "image", which will show on the newsletter. The newsletter will still work if the items on the newsletter don't have images, but it will look a lot better if they do.

Images should be *sensibly sized*!! Digital photos straight out of the camera will be around 3000 pixels wide and will be around 3 Megabytes - entirely unsuitable for an email newsletter. Before adding your images, resize them to around 300 - 500 pixels wide. And "portrait" images will generally look better than "landscape" images.

To add an image to a news item, update the news item and find the following field...
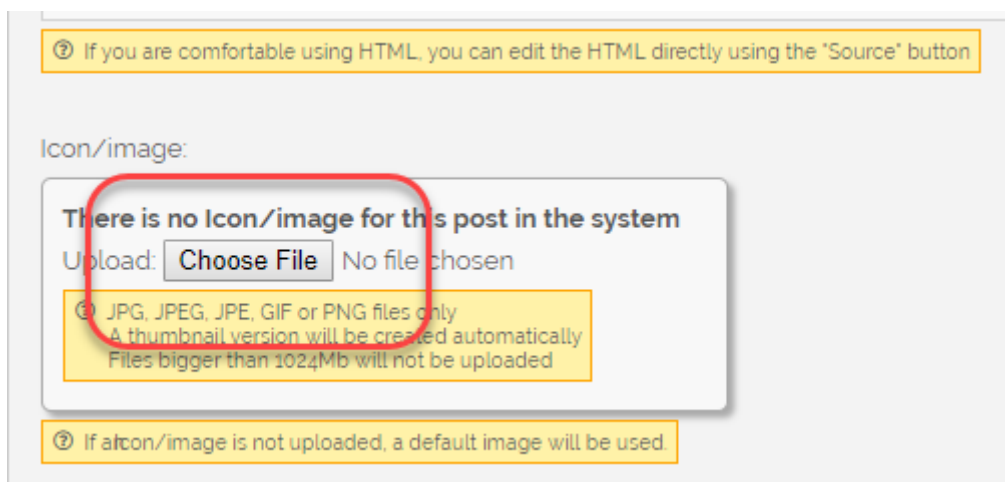
To add an image to an event, update the event, click the Public tab, and find the following field...
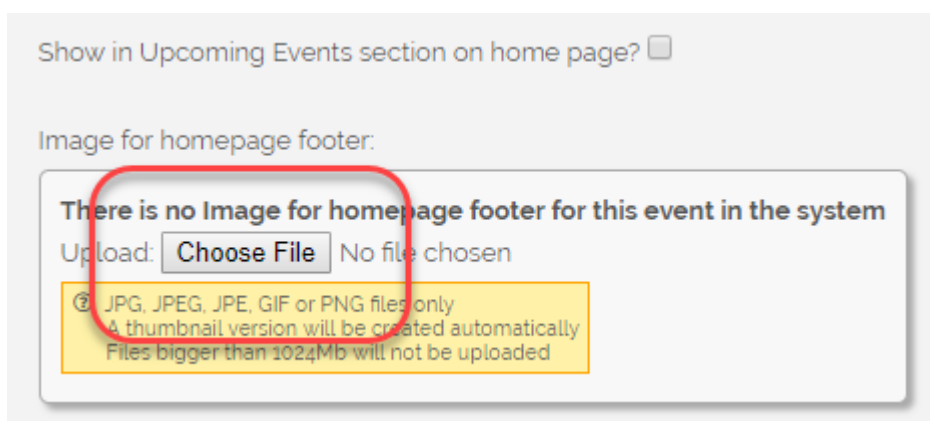
Also, if you're planning to send the newsletter to your group's friends/supporters, then you will probably also want to ensure that each news item or event you're planning to include in the newsletter is set to Public access.

Creating and sending newsletters

To create a newsletter, do the following...

1. Visit your Newsletter page

2. Click the Add new newsletter button in the top-right corner of the page

3. Enter a title for the newsletter. This will form the "subject" of the email that gets sent

4. Select an Access level required. Public Access newsletters will be for your friends/supporters mailing list, Limited member access or Regular member access newsletters will be for your members mailing list

5. (optional) Add some Introductory text. This will appear at the top of your newsletter, before any of the news items or events you add, and before the table of contents.

6. Click Save at the bottom. You are taken to the page where you can "compose" the newsletter (assemble the news items and events). This page looks *very similar* to how it will look to the newsletter recipients.

7. In the Add section box at the bottom of the page, nominate (click on) what you want to add - a news item (Post/Document/News item/etc) or an event, or some ad hoc text ("custom text")

8. Select the news item or event, or add the custom text

9. Click the Add section button

10. Repeat steps 7 and 8 until your newsletter is complete

Note that it is possible to reorder your newsletter sections, simply by dragging and dropping the sections. Click your mouse anywhere in a section, then drag the section up or down until it is in the correct place.

Sending the newsletter

At the top of the page is a Preview email link. Click that to see what the newsletter will look like when it arrives in someone's inbox.

If you're happy with it, click the Email newsletter now link at the top of the page.

Note: If you don't see an Email newsletter now link at the top of the page, this is because your newsletter is not set to be for public access (i.e. it's for members), and there's no members mailing list selected in the Making Music Platform configuration. Assuming you actually have a Members mailing list, you can fix that as follows...

1. Click the little "cog" icon at the top of the page

2. Click the cog icon next to Making Music Platform

3. Click the Configuration tab

4. Scroll down to the Mailing Lists section

5. Ensure that your members mailing list is selected in the Members drop-down list

6. Click Save at the bottom

So now that the Email newsletter now link is visible, click on it to send the newsletter. If the newsletter is marked as being for public access, and you have a friends/supporters mailing list, you will be prompted to select whether you want to send it to your friends/supporters mailing list or to your members mailing list. Otherwise, it will simply go to your members.

EMAILS AND MAILING LISTS FAQS

Should we use IMAP or POP3 to set up our email addresses in the Platform?

Whilst both IMAP and POP3 can be used, we strongly recommend using POP3 with your Platform email address.

The main difference between these two systems is that POP3 downloads all your emails into your email client (and then removes them from the storage space on the email server). IMAP, however, does not remove the emails from the storage space on the server, and so it is very easy for your email storage to fill up completely. See our guidance on the limit of the number of emails that can be held on the server for more information about this. If the storage space on the server does fill, then this can mean that you are not able to receive or send emails from this email address. This is why we highly recommend using POP3 instead of IMAP.

We have set up emails on the Platform so that mail is being held on the server for collection. Is there a limit on the number of emails that can be held?

There is not a limit on the number of emails that can be held, but rather on the storage of the email mailbox. As standard, the size of that mailbox for each email address set up for the mail to be held on the server for collection is 100mb. We are able to adjust each mailbox to a maximum size of 1000mb at no additional cost. However, if you decide to do this you may want to add the additional storage space extra. More information about this can be found in our *What is the Additional Storage extra?* help guide.

Can we increase the mailbox size when using the mail being held on the server for collection option?

Upon request the email inbox can be increased from 100mb to 1000mb, for no extra charge. 1000mb is the maximum size of these inboxes however, and so we suggest using the POP3 system to avoid this filling up. More information about this can be found in our guidance about using either IMAP or POP3 to set up your emails.

We would also suggest you read our guidance on *How much storage does my Platform have?*

What are the DMARC notifications we keep receiving?

These are DMARC notifications, generated by an email protocol that all MM Platforms have set up which is called 'DMARC'. DMARC makes emails sent from MM Platforms appear more trustworthy and helps to prevent those emails from being sorted into spam folders. A side effect of this protocol is that when an email is sent from an MM Platform, a DMARC report will be sent to a representative of that Platform. We've set that representative to be webmaster@[website domain] for simplicity. In general, these emails are not something you need to worry about - we recommend setting up an email rule that sorts them into their own folder.

See more about DMARC within the Making Music Platform news section of our website.

We hope you find this Making Music resource useful. If you have any comments or suggestions about the guidance please [contact us](). Whilst every effort is made to ensure that the content of this guidance is accurate and up to date, Making Music do not warrant, nor accept any liability or responsibility for the completeness or accuracy of the content, or for any loss which may arise from reliance on the information contained in it.