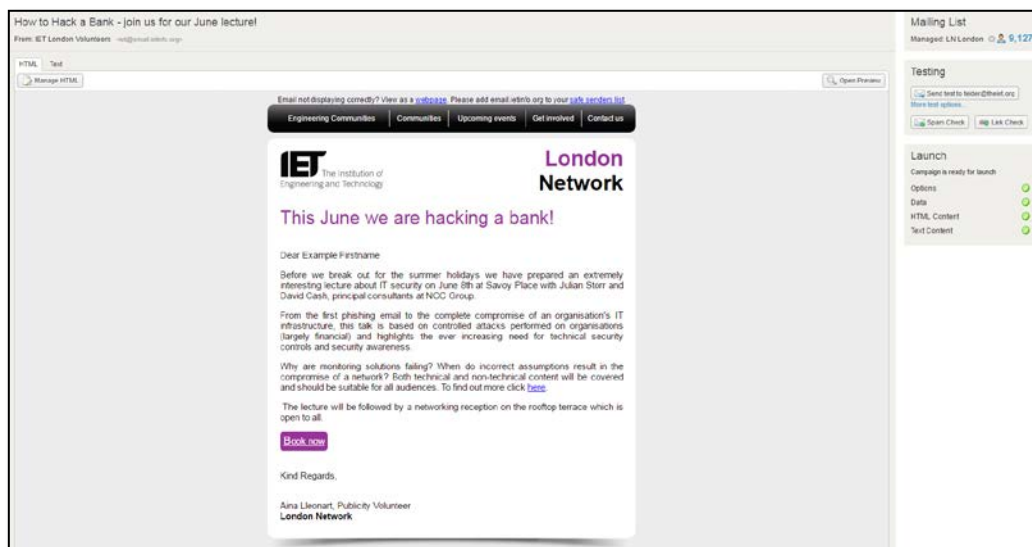


IET Communities Volunteer Briefing: Adestra for Volunteers email tool

Summary

The Adestra for Volunteers email tool provides Local Networks (LNs) with the facility to send out emails to members and non-members within their local area. This provides LNs with an additional channel to engage with the wider community and promote events and other activities.

This briefing will give you an overview of the tool and try to answer some of your questions. If you have any further questions please ask your Community Manager (CM) or Local Network Manager (LNM). You can also email the Communities Team at communities@theiet.org.



Are LNs required to use Adestra?

No. This is an optional extra for those LNs that would like to take advantage and have a volunteer who is able and willing.

Will volunteer-led emails replace the emails currently sent out by IET staff?

No. Your LN will continue to have staff support to market your events. The introduction of volunteer-led emails does not impact on the existing email marketing schedule. The volunteer-led email could complement existing marketing emails by allowing you to send a more personal/focused message.

How do I get access to this tool?

First contact your CM or LNM requesting access. You will then need to undertake online data protection training (if you haven't already) and watch the Adestra training video. Once you have completed this training you will receive certificates for each, attach these to an email to your CM or LNM and you should receive an account activation email shortly after.

How long will it take for me to receive access to the tool?

We will endeavour to give you access as soon as possible, which is usually within 2 weeks. There are a number of tasks that need to be completed by IET staff before you can gain access, these include: setting up your user account, creating a work

area within Adestra for your LN; setting up the automated data import for your LN; creating a HTML email template specific to your LN; and then testing all of these elements to ensure they are working correctly.

This process can sometimes be delayed by the data import stage. Most LNs will already have their own selection in the report the data is pulled from, but there are occasionally LNs that don't (such a recently formed LNs) and it takes a bit more time to set this up.

Will I have to handle any personal data if I send out these emails?

No. The system has been designed to ensure that you do not have access to any personal details. Your email will be matched up to your network's list of members automatically.

Note: although you are not handling personal data you are using it to send marketing communications, which is why data protection training is still required.

Will on-going support be available?

Yes. If you still have questions after watching the training video then you can contact your CM or LNM.

Is this tool open to all LNs?

Yes. However with some relatively new LNs there may be some delay if the LN data selection does not exist in the IET database (as previously mentioned).

With what frequency can I send out these emails?

We always encourage LNs to publicise multiple events in as few emails as possible but we also understand that volunteers are not always able to get the information for events in a coordinated way. Therefore **all LNs that use the tool will be able to send up to four marketing/communications emails per month**. This does not in any way mean that you should feel obliged to send four emails in one month. But we hope this change will mean that those networks in particular that cluster their events within a short period in the session can get the marketing and promotion they need.

Will Technical and Professional Networks (TPNs) be able to send out volunteer-led emails in the future?

At the moment we are not in a position to roll this out to TPNs. We may review this in the future.

Can more than one volunteer have access to this tool?

Yes. It is possible for more than one volunteer to access the tool but the frequency will remain the same.

Note: if more than one volunteer for your LN has access please ensure that you work together on your email schedule/messaging to make the most of the tool and to avoid any clashes or duplication.

Are there rules around the branding/look of the emails?

Yes. As previously mentioned your email template will be created for you. There needs to be consistency in branding for brand recognition. The templates have also been formatted to be mobile responsive, improving the readability of your emails on mobile devices. Fiddling with anything outside of the main body of text can compromise these elements so it is important that they are treated as static. You will find more information on this in the guidance notes.

Who will receive the emails?

Your emails will be sent to the same recipients as staff emails, which is all members and non-members who have not opted out of email communications from their LN.

Is there any flexibility to add/remove recipients?

No. You will not be able to view the contact list and add or remove any contacts.

Can the tool be used to send out postal communication or find telephone numbers?

No. For postal addresses and phone numbers it would be better for you to ask your CM or LNM to email you an up-to-date list of contacts in a password protected Excel spreadsheet. Please note that this file MUST be stored securely and destroyed within 10 days of receipt.

What reporting metrics can I view?

There are a number of stats that you will be able to see after sending an email, such as how many people have opened the email and clicked on the links. This is covered in more detail in the training guidance.

I want to ensure that our emails are sent to partner institutions but they won't create a MyIET account. How can they still be added?

If you supply us with these email addresses we can ensure that they are added to our database and therefore included in these emails.

Would you like to connect with other IET volunteers to talk about how others run their communities? Then go to the IET Volunteers Community on www.theiet.org/vc

You can view the latest version of this briefing on www.theiet.org/marketing

Briefing last updated	November 2017
Briefing next review	November 2018