

Living Well Newsletter Guidelines

The Living Well Newsletter is a resource provided for you to use in your ministry.

How can it be used?

Email: It can be used to email to your personal/business mailing list with your personal greeting and business contact details and/or discount coupon code/incentive free book offer above the newsletter encouraging people to contact you directly to purchase.

Social Media: You can also copy and paste sections of the newsletter to share on social media. For example if you go into one of the links advertised you can post the URL on your social media and include your coupon code offer and contact details above for book that links to the theme of the article. ie:

<https://www.livingwellresources.tv/children-bedtime-stories/> you could advertise the Great Stories.

Conditions of Use in addition the Social Media Guidelines:

1. You won't send spam! *
2. You won't use purchased, rented, or third-party lists of email addresses.
3. You will only email to your personal contacts list.
4. You will respect people's privacy by only sending via a BCC (not visible to all recipients).
5. You will respect requests to unsubscribe from your list.
6. You will respect privacy laws and won't share contact information with anyone else.
7. You won't collect any extra information beyond what is necessary to conduct business functions or activities.
8. You will ensure the data is stored safely.
9. You will always have an opt-out facility in your emails.
10. At all times you will protect the quality and reputation of Living Well Resources by not making any addition or change to the newsletter.
11. The Newsletter will be used in a responsible/professional manner.
12. Comply with commitments in your Independent Book Distributor *Agreement to Trade*.

* So what exactly are your legal requirements when it comes to spam?

If your business uses any form of e-marketing, including email, SMS (text message), MMS (image-based text messages) or instant messaging, you must understand and meet the following three key requirements of the Spam Act (source: [ACMA](#)).

1. Consent – the message must be sent with the recipient's consent. The recipient may give express consent, or under certain circumstances consent may be inferred from their conduct or an existing business or other relationships.

2. Identify – the message must contain accurate information about the person or organisation that authorised the sending of the message and how to contact them.

3. Unsubscribe – the message must contain a functional 'unsubscribe' facility to allow the recipient to opt out from receiving messages from that source in the future. Unsubscribe requests must be honoured within five working days.

(Failing to comply with the Spam Act can result in fines up to \$110,000)