



WeMail Guidelines 2017-2018

The WeMail is the PTSO's weekly email sent to the Woodson community. It includes topics of timely interest to Woodson students, parents, and staff, such as Booster/Club information, student activities, PTSO program information, and sports highlights. Our goal is to distribute the WeMail every Monday afternoon; if Monday is a holiday, expect to see the WeMail the following Tuesday afternoon.

To achieve this goal and make the weekly task of putting together the WeMail manageable for our volunteer editor, we ask everyone who submits something for the WeMail to follow these basic guidelines:

- The goal is to provide a submission that the editor can copy and paste into the body of the WeMail. Use Arial 12-point font whenever possible.
- Try to keep submissions to no more than 150 words. Tip: Include the basics and link to more information if it exists elsewhere on the Internet.
- Include the exact date(s) you want the item to appear in the WeMail. (All dates should fall on a Monday!) When no date is provided, the submission will run the Monday after it is received. If Monday is a school holiday, it will run on a Tuesday.
- Do not submit too far in advance. Aim for one or two weeks prior to an event (or the date an action is due). If there is no end date to a submission, the typical length of time allowed is 3 weeks.
- Consider that the FCPS *News You Choose* delivery system does not allow attachments such as flyers often required for restaurant fundraisers. However, we can create hyperlinks that will link to your flyer from the text within the WeMail. **In order to do this, we need one business day.** Therefore, **email the flyer and WeMail article to woodsonWEMail@woodsonptso.org no later than 5pm on the Thursday prior to Monday's publication.**
- All other submissions must be made by 5pm on the Friday prior to Monday's publication. Submit your entry to woodsonWEMail@woodsonptso.org as early as possible but not before the previous WeMail goes out. For example, if you want something published in the September 11 WeMail, submit the entry between September 6 and September 8. Email your submission to the WeMail editor at woodsonWEMail@woodsonptso.org; she will combine all submissions into one consolidated message.
- In the submission email subject line, include "WEMAIL" and give a brief description of what the submission contains (e.g., "Sophomore Class News").
- The content that is submitted should be related to W.T. Woodson High School. Generally, we do not accept items from outside sources, nor do we list events going on at our feeder schools, unless it has to do directly with Woodson. We recognize that community service hours are integral to diploma requirements and are required by many of the WTW honor societies; therefore, community service announcements will be evaluated on a case-by-case basis. Only the PTSO Board can put in an item from an outside source. Businesses that would like to advertise to our community should contact PTSO Vice President 2 – Fundraising at vp2@woodsonptso.org.

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