

Neurocritical Care Society Email Blast/SPAM Policy

The Neurocritical Care Society has multiple options available for the distribution of information. These options include:

- Quarterly newsletter, the *Currents*
- Bi-monthly journal, the *Neurocritical Care Journal*
- Monthly President's Message
- Social media including Twitter and Facebook
- Publication on NCS website
- Email Blasts

This Email Blast Policy has been developed to gain control over the large number of requests NCS receives for email distribution and to ensure NCS members do not opt out of receiving future email communication. It pertains only to those email blasts intended for distribution to the entire membership.

EMAIL BLAST POLICY:

- Emails blasts are only allowed for Society-approved activities or those that are deemed necessary to help fulfill the mission of the Society. Whenever possible, alternate distribution formats should be utilized.
- No email blasts will be considered for competing lines of business, i.e., educational products, publications/print media, lectures/symposia/webinars/meetings, etc.
- Only meetings that are endorsed by the NCS **AND** provide ENLS, OnDemand or publication purchase component will be considered for email blast distribution. NCS will consider providing exposure for other meeting requests using alternative distribution channels such as the [Future Medical Meetings](#) link on the NCS website.
- Survey requests will be included in a monthly email prepared and approved by the Research Committee; NCS will provide exposure through alternative distribution channels including the monthly President's Message and an Active Surveys link on the NCS website.
- Paid email blast requests received from non-profits and for-profits will be considered on a case-by-case basis and will be allowed only if the information does not compete with NCS' mission or lines of business.
- Society-approved activity email blasts do not require prior approval. All other requests must receive written authorization by the President or his/her designee in advance of sending the email blast if it is not directly related to an NCS approved activity.
- No more than two email blasts will be sent in any given week. The Executive Office will be responsible for scheduling email blasts so they do not overlap. Preference will be given to time-sensitive and Society-approved activity emails.
- Email blasts are one-time only; no reminder emails will be sent. Reminders will occur using alternate distribution channels. On occasion, reminders regarding NCS' Annual Meeting or products may be sent.