



FEDHub & Informz Email Use Guidance for Virginia NARFE Leaders

Purpose

To streamline communications within the Virginia NARFE community while maintaining professionalism, security, and alignment with national standards, this guidance outlines who may initiate and send emails via FEDHub and Informz, and under what conditions. This guidance applies to the Virginia Federation of NARFE (VFN).

Definitions:

FEDHub is the email tool that will go to every subscriber in the Virginia Federation Community.

Informz is a short, specific email that can be sent by the Federation President to particular groups, e.g., chapter presidents, CDLs, committee chairs, etc. Any group that is correctly identified in the AMS database. These are targeted emails.

1. Authorized Roles

Who may initiate email content:

- Chapter and Federation Presidents
- Program Chairs (e.g., Alzheimer's, Membership, Legislative)
- Committee Leads (e.g., Communications, Audit, Bylaws)
- Event Coordinators (e.g., conference planners, training leads)

Who may send emails via FEDHub and Informz:

- VFN Elected Officers
- Designated Communication Administrators (CAs), appointed by the VFN President or Executive Board, to prevent bottlenecks.

2. Role of Communication Administrators (CAs)

CAs may:

- Format and send emails on behalf of authorized initiators
- Maintain email templates and branding standards
- Ensure compliance with privacy and opt-out policies
- Track delivery and engagement metrics (if available)

CAs may not:

- Author or alter content without approval
- Send emails outside approved distribution lists
- Use FEDHub for personal or non-NARFE communications

3. Content Approval Process

Before sending to CA:

- All email content must be reviewed and approved by the initiating officer or chair
- Sensitive or policy-related messages must be cleared by the Federation President or designee
- Emails should follow the NARFE style guide and include appropriate headers, footers, and contact information.

CA checks format before distribution.

4. Distribution Guidelines

Timing:

Refrain from sending FEDHub or Informz emails on **Tuesdays**, as that day should be reserved for the Headquarters “Newslines”.

Frequency:

- Limit to no more than 2 emails per week per audience unless urgent
- Coordinate across committees to avoid overlap or fatigue.

Request for FEDHub Distribution

- Initiator of email must complete *Request for FEDHub Distribution Form* (VFN-CC-25-11-29B-FEDHub-Dist.)
- Send the Distribution Form to Communication Administrator.

Request for Informz Distribution

- Initiator of email must complete *Request for Informz Distribution Form* (VFN-CC-25-11-29C-Informz-Dist.)
- Send the Distribution Form to Communication Administrator.

5. Compliance and Security

- Do not include personal data (e.g., SSNs, medical info)
- Respect unsubscribe requests and privacy settings
- Use only official FEDHub accounts and distribution lists
- Do not forward FEDHub or Informz emails externally without permission

6. Best Practices

- Use clear subject lines and concise formatting.
- Use external link for more information.

7. Requesting Email Support (See *Request for FEDHub* or *Request for Informz Distribution Form*)

Program Chairs and Board Members shall request email support by submitting via email to designated CA:

- Finalized content (plain text or formatted)
- Timing
- Review confirmation (from relevant officer)

Requests should be sent to the designated CA **at least 3 business days in advance** of desired publication.