



Understanding risks of forwarding PSA bulk email: Guide for shop stewards

Communication and information are two of the most powerful tools at shop stewards' disposal. Ensuring that members are well-informed about Union matters is essential.

One of the main platforms used the PSA to distribute information to members is the electronic newsletter, Informus. An external service provider, *Everlytic*, provides the tool designed to send bulk emails efficiently to large audiences.

It is, however, important to understand the consequences and risks associated with forwarding such bulk emails from your inbox from **PSA <ask@psamailer.co.za>**. When you forward an *Informus* (or PSA magazine) so received, you could unintentionally trigger the following issues:

Unsubscribe: If the person to whom you forward the email clicks on the "unsubscribe" button, you could also be unsubscribed from the PSA's mailing list for such newsletters. This is because the unsubscribe link is personalised and tied to your original email address. This can result in you no longer receiving PSA newsletters, etc.

Privacy and security: Forwarding such emails can inadvertently expose sensitive information. PSA emails may contain personalised content or links intended only for specific recipients. When forwarded, these elements could be accessed by individuals other than the intended audience, thus compromising confidentiality.

Reputation and deliverability risks: Email service providers have spam filters designed to detect unusual activity. When a large number of **forwarded** emails come from the same server, it increases the likelihood of the PSA's emails being marked as "spam". This will result in PSA emails being automatically diverted into junk folders, making it harder for members to receive important updates.

Please note the following in respect of bulk email handling:

- **Share information responsibly:** If a PSA email contains information that you believe should be shared with others, create a new email summarising key points and linking to any relevant resources or official pages.
- **Avoid forwarding the bulk email:** As explained, forwarding PSA bulk email communication from **PSA <ask@psamailer.co.za>** can lead to unintended consequences that harm the PSA's communication strategy.
- **Use official communication channels:** Direct members to the PSA's website (www.psa.co.za), through which the Member Portal can be accessed, or social media platforms where information is regularly updated.
- **Contact the PSA:** If you are unsure about how to share information or if you encounter any problems with emails, contact the PSA for advice.
- **Do not click unsubscribe links:** If a member accidentally unsubscribes you by clicking a link in a forwarded email, you may be removed from the mailing list without realising it. Should you note that you are no longer receiving PSA newsletters, contact the PSA (ask@psa.co.za) to rectify this.

Understanding the implications of forwarding PSA bulk mails is essential in maintaining effective communication with PSA members. By being mindful of risks, shop stewards protect their access to information and help the PSA to maintain accurate data, safeguard member privacy, and ensure that important communication reach intended recipients.

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