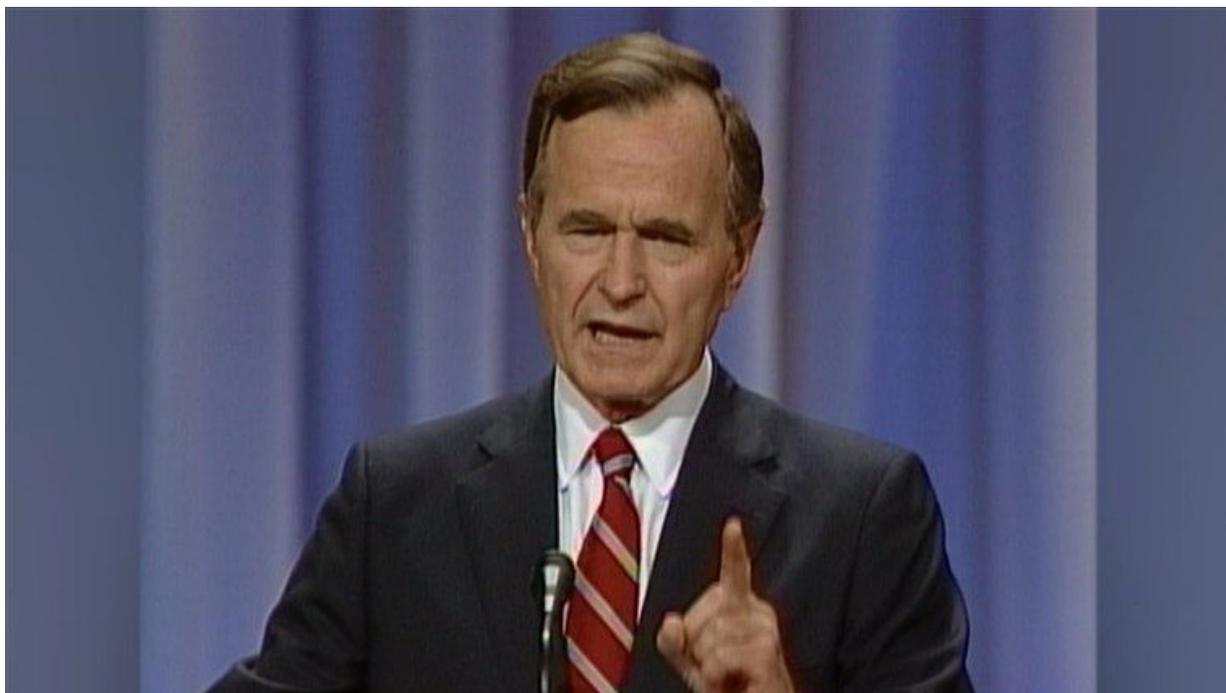


**The Listserv Information Program Service**  
***(The LIPService)***  
**Presents:**



*"Read. My. LIPS!" - George H. W. Bush, 41st President of the United States*

**How to Listserv 101**  
**(And Other Advertising Tips)**  
**Updated: 12/31/20**

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*(Alternatively, use Ctrl + F to find keywords/heading titles, or click in the table below)*

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# 1.0 Introduction

## 1.1 How to Use the LIPService



A listserv (stylized "LISTSERV") is an email subscription service that allows you to regularly receive emails, similar to a Google Group. As a fourth-year undergrad of the Class of 2021, I compile my findings over the years here.

### **The LIPService addresses three main needs:**

1. Act as a **central, accessible resource** for all information about listservs and advertising.
2. **Combat misinformation** about listservs.
3. **Improve the efficacy of advertising efforts**, in hopes of making events more accessible for all and **enhancing campus community**.

### **However, the LIPService does not address these things:**

1. The current **residential college listserv system is inefficient** (requiring six emails to reach the entire undergrad population, when it really should take one).
2. If successful, **the LIPService might increase email volume**, which may be hard to manage (though see [Section 4.2](#) for tips there).

**Feel free to skip to any sections** that you think may not be helpful; you're not obligated to read the entire guide. I recommend skimming it though; it's shorter than it looks because there are many pictures included.

## Recommended Sections:

**For beginners:** The rest of [Section 1](#), [2](#), [3.1](#), [3.2](#)

**For avid listserv users:** [Section 3.3](#), [3.4](#), [4](#), especially [4.7](#)

**For listserv owners:** All Sections, but especially [Section 5](#)

## 1.2 Important Links

<b><u>Name:</u></b>	<b><u>Link:</u></b>	<b><u>Description:</u></b>
<b>Princeton Listserv Home Page</b>	<a href="https://lists.princeton.edu">lists.princeton.edu</a>	The most important link. Leads to most everything else.
<b>Subscriber's Corner</b>	<a href="https://lists.princeton.edu/cgi-bin/wa?REPORT&amp;z=3">https://lists.princeton.edu/cgi-bin/wa?REPORT&amp;z=3</a> .	Change what lists you are subscribed to. Login with Princeton email/password.
<b>List Management Dashboard</b>	<a href="https://lists.princeton.edu/cgi-bin/wa?OWNER">https://lists.princeton.edu/cgi-bin/wa?OWNER</a>	If you own a list, add or remove people here.
<b>Official Listserv Guides</b>	<a href="http://www.lsoft.com/resources/manuals.asp">http://www.lsoft.com/resources/manuals.asp</a>	The official listserv developer's guides. Very, very in-depth. The LIPService is tailored to the Princeton student though.

## 1.3 Five Quick Tips and Tricks

1. **You don't need to be part of a residential college to subscribe to their listserv**, with the exception of First College's listserv, FirstComeFirstServ.
2. **(Un)subscribe to a listserv** through [lists.princeton.edu](https://lists.princeton.edu).
3. **Some listservs are unlisted**, meaning that you have to be added by the owner or search for them by typing their name exactly on the listserv website search bar.
4. **Send three emails to promote events**: the first one to let people know in advance, the second to remind people a day ahead, and the third a few hours before the event is starting, to maximize attendance.
5. **Activate keyboard shortcuts in Gmail** to quickly navigate your inbox, going to the next email by pressing "k" and to the previous email by pressing "j."

## 1.4 Helpful Icons



HINTS

### Hints:

These are non-essential pieces of information that might make your life easier.



PROCEDURES

### Procedures:

Explanations for how to do processes, step-by-step.



RUMORS?

### Rumors?:

These address common misconceptions about the listserv system.



BASICS

**Basics:**

These cover the most important information you should know.



ADVANCED

**Advanced:**

These cover advanced techniques, recommended to people who use listservs often or want to know excessively technical details.

## Picture Annotations

**Red Circles:**

This means you should click in this area to proceed to the next step.

**Red Arrows:**

Click the first circled item, and then click on the next circled item that the arrow is pointing to.

**Blue Circles:**

These are things of interest that you do not necessarily have to click on.

**Black Rectangles:**

This is identifying information that is blacked out, to avoid distraction or unnecessary promotion. Names of public things (e.g. open listservs) are sometimes left unblocked.

## 1.5 Fair Use Policy

You are free to **copy any section of this document without giving credit**. It may be helpful to still link this document, but you might need only one section. You are also free to edit this document with updates over the years (make sure to update the first page though).

Additionally, references to outside groups or products are **NOT** official endorsements. They simply illustrate the point or provide interesting tid-bits. In most cases, they are blacked out.



HINTS

When you graduate, all documents relating to your Princeton email are deleted. That is why this document is going to be saved in a custom Gmail account. A PDF version of this file (as of January 2021) will be permanently saved here: <https://drive.google.com/drive/folders/1Z3aI3dqlG--zI63YI-ma7P4wz9ero4Yb?usp=sharing>.



ADVANCED

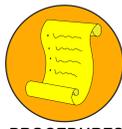
If you are wondering how I got the logos and the text to align like this, it is actually a 2x1 table with white borders, with the logo on the left side and the words on the right. There's also a line of size 4 font at the top of this paragraph that pushes the text slightly down.

## 2.0 Signing Up for Listservs

### 2.1 Subscribing to a Listserv through Website



BASICS



PROCEDURES

1. Go to <https://lists.princeton.edu/cgi-bin/wa?REPORT&z=3>. **Bookmark it!** Login with your Princeton email and password.

**Login Required**

**Princeton faculty, staff, and students:** Please log in using your University password.

**Non-Princeton users:** Please log in with your existing stand-alone password. If this is the first time you see this prompt, or if you have forgotten your password, you will need to [get a new LISTSERV password](#) first.

Email Address:

Password:

2. Then **click on the "Emails List" tab** in the top left corner. You will see many, many listservs available.

Logged in as: ██████████@princeton.edu ( Owner )

★ **LISTSERV 16.5**

List Management ▾
Subscriber's Corner
**Email Lists**

**Subscriber's Corner**

3. Click on a list name.

**LISTS.PRINCETON.EDU**

This LISTSERV server is located at LISTS.PRINCETON.EDU. Below you will find all lists that have been configured for public archiving. To access a specific list, simply click on the name of the list in the table. To find confidential or unlisted lists, type in the list name in the search box to the right. For lists that have been configured with an HTML description, you can get more information about the list by hovering the mouse over the list name.

[2~c][C~dro] [dru~Ge] [GE~J] [K~MI] [MJ~p] [P] [P~psr] [psr] [psr] [psr~R] [r~t] [T~WWS] [WWS] [WWS] [WWS~y] [Next]

List Name	List Title
2014government	Class of 2014 Officers (1 Subscriber)
<b>20THCENTURYFORUM</b>	Interdepartmental 20th Century Forum (75 Subscribers)
2dalum-announce	2D Alums Announcement E-list (213 Subscribers)
	2D Coop Alums talk E-list (646 Subscribers)

**Access Unlisted Lists**

Search

**Options**

- Log Out
- Change Password

4. On the following screen, read the description if you like, then click “**Subscribe or Unsubscribe**” on the right hand side.

**20THCENTURYFORUM@PRINCETON.EDU**

LISTSERV Archives

**20THCENTURYFORUM**

*The Interdepartmental Twentieth Century Forum is a graduate student organization formed in order to enable interdisciplinary dialogue in the humanities and social sciences. The forum provides graduate students who share an interest in any aspect of twentieth century art, literature, philosophy, media or critical theory with the opportunity to exchange ideas with fellow students from other departments. The forum-members meet once each month during the academic year to discuss one or two pre-circulated dissertation chapters, dissertation prospectuses, or planned conference papers. Each month the forum also invites faculty members to lead lunchtime discussions on a topic of*

**Options**

- Log Out
- Change Password
- Subscribe or Unsubscribe**
- Post New Message
- Newsletter Templates
- Preferences

5. Click **subscribe**. If you want to learn about the “Show Advanced” tab, see [Section 5.3](#).

**20THCENTURYFORUM@PRINCETON.EDU**

You are currently **not subscribed** to the 20THCENTURYFORUM list under your [redacted]@princeton.edu address.

To join the list, fill in your name and click on the “**Subscribe (20THCENTURYFORUM)**” button.

List Name: 20THCENTURYFORUM Interdepartmental 20th Century Forum

Name: [redacted]

**Subscription Type**

Regular  
 Digest (traditional)

**Subscribe (20THCENTURYFORUM)**

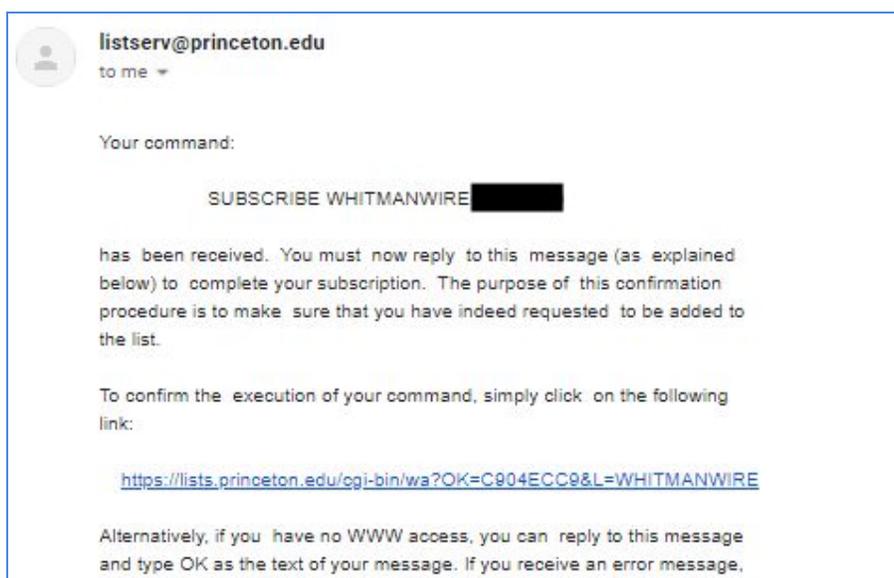
6. **You may get an email notification** telling you that you are subscribed. Sometimes these have important information, so make sure to skim them.



RUMORS?

WhitmanWire emails regularly have images in them, so not all the rules are necessarily true or updated.

7. Sometimes you may get an email asking you to **confirm your subscription** before you are actually subscribed (e.g. for WhitmanWire subscriptions). **Just click the link** or reply "OK" to confirm (not case-sensitive). Do this within 48 hours; otherwise you will have to repeat the process.





If you have a certain preference for your listserv settings, you should use this method or **change them on the listserv website later** (see [Section 5.3](#)). It is possible to change settings with the email method, but you need to use some quite technical email commands (see [Section 5.6](#)).



Some people are afraid to sign up for a lot of listservs under the “Email Lists” tab, fearing that they will be bombarded with emails. **Most of the listservs listed there are inactive**, so there’s no harm in subscribing to any that seem interesting. You can always unsubscribe later (see [Section 2.3](#)).

## 2.2 Subscribing to a Listserv through Email



 A screenshot of an email composition window titled "New Message". The "To:" field contains "listserv@princeton.edu". The "Subject:" field is empty. The body of the email contains the text "subscribe matheymail". At the bottom, there is a rich text editor toolbar with options for font face (Sans Serif), size, bold, italic, underline, and text color. Below the toolbar is a "Send" button and a row of icons for text color, attachments, links, emojis, images, and a trash can.

1. Create a new email, and in the “To:” line, write [listserv@princeton.edu](mailto:listserv@princeton.edu).

2. **Don't put a subject line.**
3. In the email body, write **“subscribe” followed by the listserv name** (e.g. “subscribe mathemail”). It is not case-sensitive, no quotation marks.
4. **Delete your automatic email signature** if you have one, and send.
5. You should get a **confirmation email** back that you have been signed up (see the previous section, [Section 2.1](#), step 6, to see what that email looks like).



**Signing up for a listserv does not always mean you can send emails to it.** It only guarantees that you can receive emails. Many listservs allow non-owners to send emails (e.g. residential colleges, freefood), but some club listservs and academic departments may only allow owners to send. To change this setting for a listserv you own, see [Section 5.4](#) under “Access Control.”)

## 2.3 Unsubscribing from a Listserv



### Website Method 1 (*best for multiple unsubscriptions*):

1. Login to the listserv website with your Princeton email/password and access **the Subscriber's Corner** ([lists.princeton.edu/cgi-bin/wa?REPORT&z=3](https://lists.princeton.edu/cgi-bin/wa?REPORT&z=3)).



2. **Check the boxes** next to the listservs that you want to unsubscribe from.

My Lists My Settings

Subscribed to 68 Lists as [redacted]@princeton.edu

Check All | Uncheck All  
[1] [2] [Next]

List Names ▲	List Descriptions
<input checked="" type="checkbox"/> [redacted] [Settings] [Post]	You should insert a short (4-5 line) description of your list here
<input type="checkbox"/> allug [Settings] [Post] All Undergraduate Students	This list is automatically populated nightly by Campus Community.

3. At the bottom of the page, **use the drop-down menu and select “unsubscribe.”** You can choose whether to send a notification to the list owner (checked by default, unchecking is recommended to avoid annoying the list owner). Then, press the submit button.

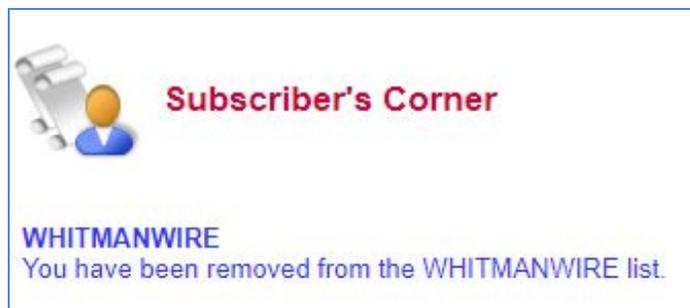
WHITMANWIRE [Settings]  
 [Post] whitmanwire Whitman Wire

Unsubscribe ▼

[1] [2] [Next]

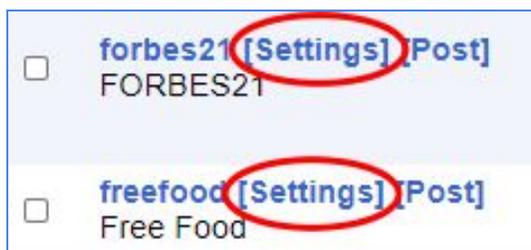
Lists per Page:  Send email notification of changes

4. You should get a **confirmation message** at the top of the page that you have successfully unsubscribed.



## Website Method 2 (best for unsubscribing from a single listserv):

1. Login to the [Subscriber's Corner](#), and next to the listserv name, **click on "[SETTINGS]."**



2. Scroll down to the bottom and **click on the "Unsubscribe" button**. To learn more about the advanced settings here, refer to [Section 5.3](#).

**freefood@PRINCETON.EDU**

You are currently **subscribed** to the FREEFOOD list.

From this screen, you can update your subscription options or unsubscribe.

**List Name:** freefood Free Food

**Name:** [REDACTED]

**Email Address:** [REDACTED]@princeton.edu

**Subscribed Since:** 21 May 2019

**Subscription Type**

- Regular
- Digest (traditional)
- Digest (MIME format)
- Digest (HTML format)
- Index (traditional)
- Index (HTML format)

**Mail Header Style**

- Normal LISTSERV-style header
- LISTSERV-style, with list name in subject
- "Dual" (second header in mail body)
- sendmail-style
- Normal LISTSERV-style (RFC 822 Compliant)

**Acknowledgements**

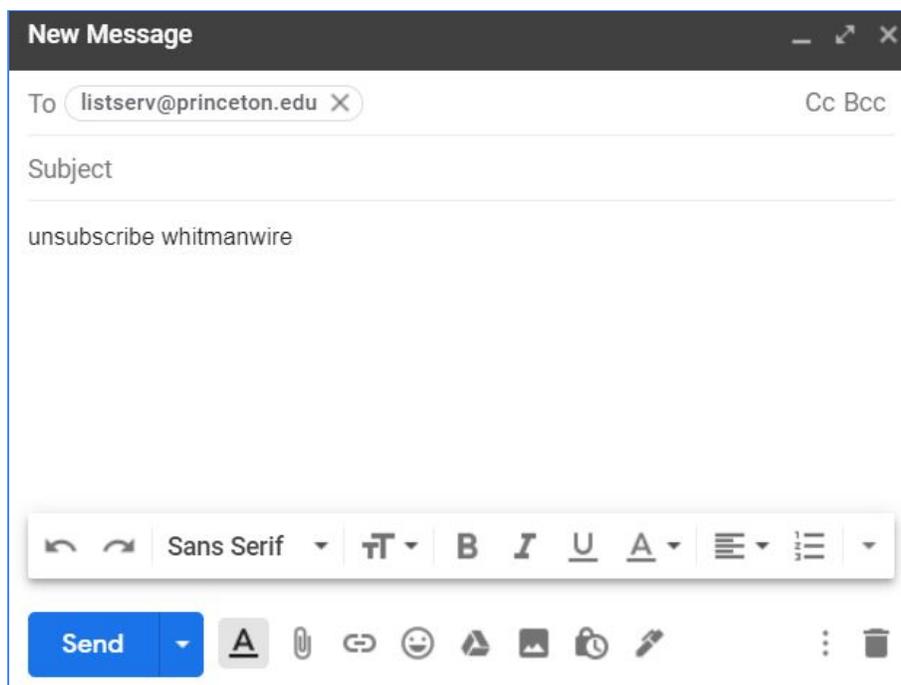
- No acknowledgements
- Short message confirming receipt
- Receive copy of own postings

**Miscellaneous**

- Mail delivery disabled temporarily
- Address concealed from REVIEW listing

Update Options | **Unsubscribe (FREEFOOD)**

### Email Method (*Quickest Method*):



1. Refer to steps 1-6 in [Section 2.2](#).
2. Change step 3: **write “unsubscribe”** followed by the listserv name instead.

### Ask the List Owner Method (*Unreliable and unrecommended*):

1. **Find the owner** of the listserv, usually the person sending the most emails.
2. **Tell them** that you want to unsubscribe from the listserv.
3. **Hope** that the list owner knows how to remove you from the list (see [Section 5.2](#)).

## 2.4 Open and Closed Listservs

Formally speaking, there are three types:

1. **Open listservs** are *visible to everyone* and open for everyone to join. These are the listservs you see upon looking at the “Email Lists” tab on the listserv website.
2. **Closed (Unlisted) “By Owner” listservs** are *not visible to everyone*. You can check if a listserv you are subscribed to is unlisted by going to the [Subscriber’s Corner](#) and then clicking “[SETTINGS]” next to a listserv you are subscribed to. The list name will be accompanied by an “(unlisted).” In [Section 5.4](#), this is the “By Owner” option under Subscription Settings.

**egr251\_s2020@PRINCETON.EDU**

You are currently **subscribed** to the EGR251\_S2020 list.

From this screen, you can update your subscription options or unsubscribe.

**List Name:**

3. **Closed (Unlisted) listservs** that automatically reject requests to join. The next section is for “By Owner” listservs that still allow requests.

## 2.5 Signing up for Closed Listservs



ADVANCED



PROCEDURES

1. Go to the “**Emails List**” tab on the listserv website, and **type the name of the listserv** exactly (case-insensitive) into the “Access Unlisted Lists” search bar on the right.

**LISTS.PRINCETON.EDU**

This LISTSERV server is located at LISTS.PRINCETON.EDU. Below you will find all lists that have been configured for public archiving. To access a specific list, simply click on the name of the list in the table. To find confidential or unlisted lists, type in the list name in the search box to the right. For lists that have been configured with an HTML description, you can get more information about the list by hovering the mouse over the list name.

[2~c][C~dro] [dru~Ge] [GE~J] [K~MI] [MJ~p] [P] [P~psr] [psr] [psr] [psr~R] [r~t] [T~WWS] [WWS] [WWS] [WWS~y] [Next]

List Name	List Title
2014government	Class of 2014 Officers (1 Subscriber)
	Interdepartmental 20th Century

**Access Unlisted Lists**

2. You will be brought to a screen that looks similar to subscribing to a regular, open listserv. **Click on “Subscribe or Unsubscribe.”**

3. You can **press the subscribe button** , but the list owner will still have to approve you.



HINTS

The FirstComeFirstServ listserv (and many others) probably won't approve you unless you are part of First College. You're best off asking the list owner.

## 2.4 Other Ways to Be Signed Up for Listservs

Sometimes you will be signed up for a listserv without you knowing. Here are some common examples:

## The Activities Fair/Sign-Up Forms:



BASICS

Clubs will ask for your netid (Princeton email), usually through sign-up sheet or Google Form, so that they can add you to their listservs. See [Section 5.1](#) for a guide on designing your sign-up form and [Section 5.2](#) on how to add people. Club listservs are unlisted “By Owner” lists by default (see [Section 2.4](#)).



HINTS

If there is a club that you are interested in, but you aren’t signed up for their listserv yet, you should reach out and email an officer! There is a directory for [ODUS groups](#) and another for [Pace Center groups](#).



RUMORS?

Note that for a **weekly newsletter** by University departments (e.g. by the Humanities Council), they will ask you to put down your email. These are often **NOT** listservs because they are not managed in the listserv system. These are regular emailing lists, so you will have to unsubscribe through their systems.

## Classes:

When you sign up for a class in TigerHub, you are automatically added to a listserv for that class (e.g. EGR251\_S2021 for EGR 251 in Spring 2020).



HINTS

If the class still uses Blackboard, you can use the Blackboard sidebar to go to Tools -> Send Email -> All Student Users to **send emails to your class (without the teacher)**. This is also a good way to check who is in your class after course selection.

## Resident-Based Listservs:

Listsers like “allug” automatically sign up everyone that is an undergraduate to receive emails from administrators. There are also listservs for department or certificate program participants (e.g. PHI-21 for PHI majors in Class of 2021).



RUMORS?

“Forbes21” is the listserv for all Class of 2021 students assigned to Forbes. It is **NOT** the same as the “Re-INNformer” listserv used for advertising and news in Forbes college. See the next section for the “residential college listservs.”

## 3.0 The Residential College Listservs and Advertisement Avenues

### 3.1 Residential College Listserv Overview

The residential college listservs (res college listservs for short) are where people share event information, student group sign-ups, and surveys for classes. Most anything can be sent there in the name of “community building.” There are currently six res college listservs:

Residential College:	Listserv Name:
Forbes	Re-INNformer
Whitman	WhitmanWire
Rocky	RockyWire
Mathey	MatheyMail
Butler	ButlerBuzz
First	FirstComeFirstServ



BASICS

**For FirstComeFirstServ, you must be a member of First College to sign up.** Thus, it is of utmost importance for advertisers to find the First College member in your student group; if you cannot reach the First listserv, you lose out on 1/6 of your advertising base, for an arbitrary reason.



RUMORS?

**There is no restriction on signing up for the WhitmanWire listserv.** This is a false myth that is likely a misunderstanding of the restriction on the First listserv (as it used to be known as WilsonWire before the name change).

### 3.2 Should You Sign Up for All the Res College Listservs?

Pros:	Cons:
<ul style="list-style-type: none"> <li>• Until everyone has learned that you can send emails to all of the res college listservs (besides First), you will be possibly <b>missing out on some event information</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• You might <b>not need to know about every event</b> that happens (though many events only make it to one or only a few listservs).</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Managing email volume is easier</b> than ever (see <a href="#">Section 4.2</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• Just because email volume can be manageable, <b>doesn't mean more emails is necessarily good</b>.</li> </ul>
<ul style="list-style-type: none"> <li>• You can <b>handle all of the advertising</b> in your student group instead of waiting for someone in each res college to volunteer.</li> </ul>	<ul style="list-style-type: none"> <li>• Distributing advertising responsibility is a good way for your <b>group members to feel like they are contributing</b>.</li> </ul>
<ul style="list-style-type: none"> <li>• If everyone signed up for all of the res college listservs, then we would have a <b>more informed campus community</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• Embracing the res college listserv advertising system is to be <b>complicit in continued inefficiency</b>.</li> </ul>



In essence, sign up for all of them if you value being in the loop/if you are an advertiser, and sign up for one (or none) if you prefer peace and quiet. If you are curious about the first Con point, check out [this paper](#) on rational ignorance in politics by Michael Huemer.

### 3.3 Email Advertising Alternatives to the Residential College Listservs



**The residential college listservs should be your first place to advertise**, because virtually everyone checks their email (unlike social media), which means you can reach almost the entire student body by hitting all the listservs. All other listservs target specific interest groups.

#### The Free Food Listserv (freefood)

One of the most popular listservs (when on campus physically at least), people offer free food, its location, and the time it will be available.

If your group is holding an event and you have plenty of food, send an email on this listserv at the start of your event. If your event is almost over and there is a lot of food left, you should also send an email here.



**Bring Tupperware** containers to hold on to extra food, whether you are a host or a hungry (independent) student. Also make sure that the food is *free*, not paid or earned.

#### Academic Programs

Examples include departments (e.g. ENG, COS) or certificate programs (e.g. Creative Writing, Urban Studies). You might want to reach out to the departmental representative (a staff member) or the undergraduate representative (a student elected by the department) to send the email, because often only list owners can send emails.

#### Student/Campus Groups

This guide is not sponsored by any of the following, but your event may hit more of your target audience if you reach out to the right groups:

Group:	Description:
--------	--------------

<b>E-Club (Entrepreneurship Club)</b>	<ul style="list-style-type: none"> <li>The largest club on campus, in terms of membership. Many small start-up teams and start-up employment opportunities shared.</li> </ul>
<b>The Daily Princetonian</b>	<ul style="list-style-type: none"> <li>Also one of the largest clubs on campus. Refer to for anything journalism, current events, or English related. Their Prospect “Arts and Culture” section can also promote related events or reviews.</li> </ul>
<b>Theatre InTime</b>	<ul style="list-style-type: none"> <li>Not necessarily large, but they often release weekly newsletters to their listserv about theatre opportunities.</li> </ul>
<b>USG (Undergraduate Student Government)</b>	<ul style="list-style-type: none"> <li>They often release regular newsletters as well, and with good reach too because it reaches out to the entire undergraduate student body.</li> </ul>
<b>Eating Clubs/Co-Ops</b>	<ul style="list-style-type: none"> <li>If your event fits the “vibe” of the group, then you may want to consider advertising on their listservs.</li> </ul>
<b>The Pace Center for Civic Engagement</b>	<ul style="list-style-type: none"> <li>Not a student group, but hosts student groups. If your event is service-related, they can feature it on an upcoming newsletter or on social media.</li> </ul>

### 3.4 Social Media and Poster Advertising



Even if residential college listservs are the most effective advertising method overall, advertising across **multiple avenues may remind and convince people** to come to your event (see [the exposure effect](#)). If you want to find events yourself, you may want to pay attention to these avenues in daily life as well.

#### Facebook

The “**Official Class of [Class Year]**” Facebook groups are your best bet for advertising on Facebook. These pages are managed by USG and often have around 2000 members each. **Make sure to have group members like or react** to your post to boost it in the algorithm and show that people care about it.



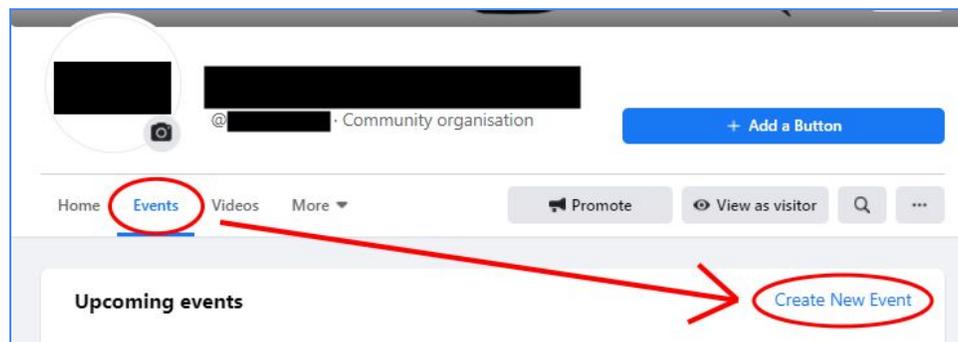
**You are not limited to just the Facebook group of your class year!** In fact, you should join the Facebook group of all the current class years, especially the first-year one which is likely most active. Advertise across all four groups for max success.



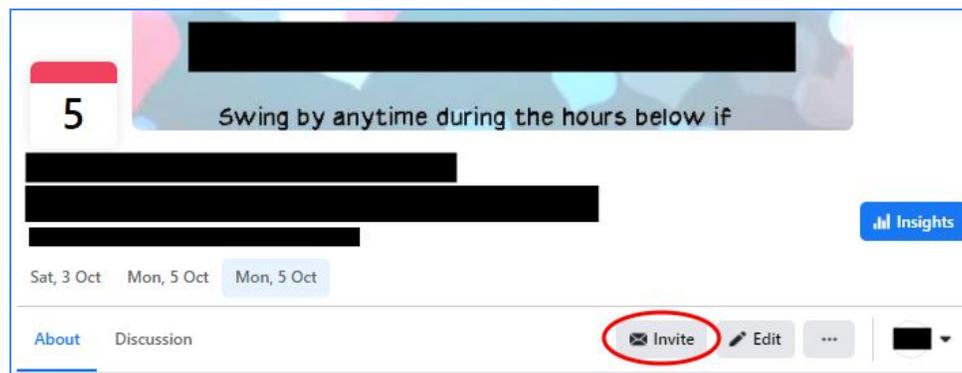
Create **Facebook events** for... well, events. Here's a procedure for how you should go about it:

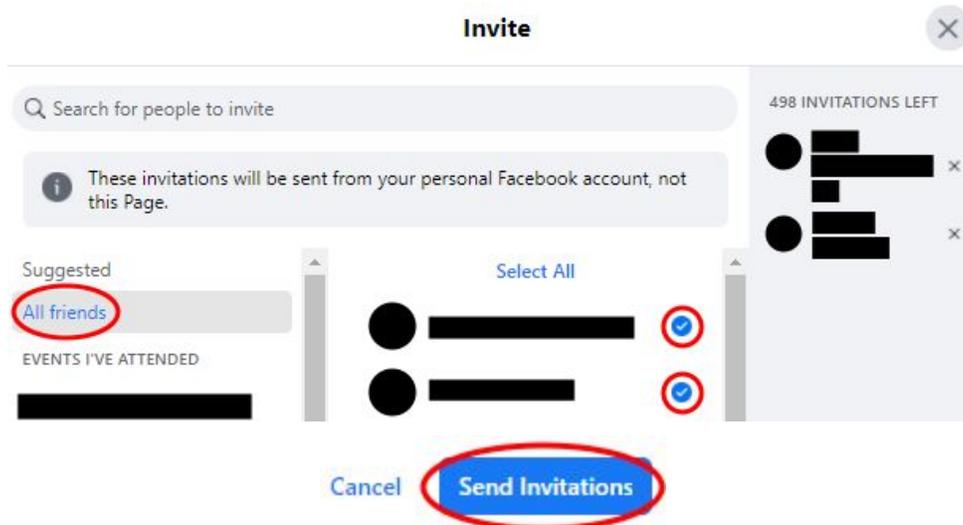
## Facebook Event Advertising:

1. **Create the event**, as an admin on your group's Facebook page. Don't forget to have a nice horizontal poster (1200x628) for the banner photo.



2. **Invite your organization members** to the event and have them reply "going." This convinces people that people are going to attend the event. Facebook will by default show you "Suggested Friends," but click on "All Friends" to make sure you don't accidentally miss inviting someone important. Don't forget to click the "Send invitation" button at the bottom too.



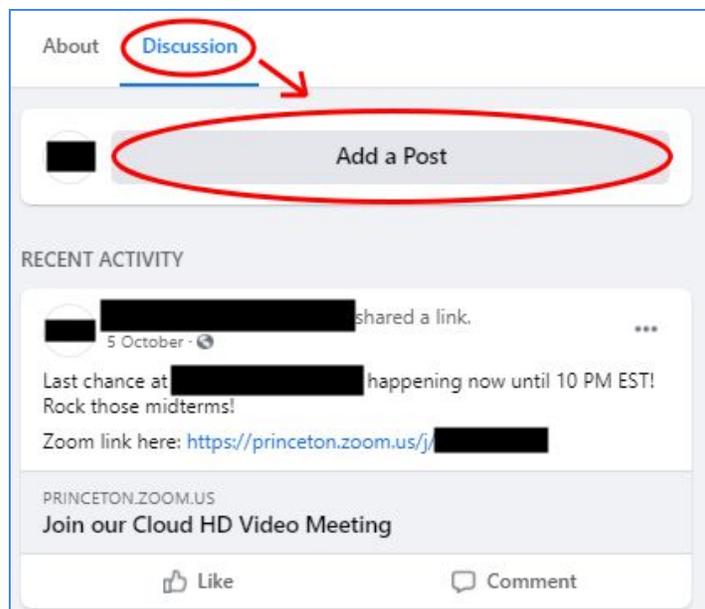


3. **Invite all of your Facebook friends** that currently go to Princeton, even if you don't know them that well. Most won't even respond, but you never know who will.



If you really, really need people to come, you can try **personally messaging** them on Facebook. It is time-consuming, so reach out only to people you think genuinely would like it. Not everyone checks their Facebook messages, but they'll more seriously consider going if they like you.

4. **Send out a listserv email** with a link to the Facebook event (see [Section 4.3](#) for email writing tips).
5. **Post a reminder** on Facebook within 24 hours of the event, and another a few hours before the event.



## Instagram

Instagram is a great way to document what your group is doing in a visually pleasing way. **Instagram stories** are also great for advertising events the day-of. You may also want to consider asking **major campus offices** (e.g. OWCE, ODUS, USG, Pace) to share on their Instagram stories as well. The official Princeton Instagram page shares posters on their story every Monday as well. Make sure to have a poster ready for them to repost and share.

## Physical Posters

Likely not the most effective advertising method due to their sheer number and limited reach all around campus, but if you are **aiming for a specific demographic** (e.g. Friend Center for COS), it might be worth your time. It may be worth doing simply to enhance the exposure effect. USG will also print out a limited number of posters for free if you are a registered student group.

## 4.0 Receiving and Sending Listserv Emails

### 4.1 Replying to listserv emails



BASICS

When you reply to a listserv email, you have two options. Use **reply-all very sparingly** to avoid annoying people!

1. **Reply** - This sends an email to the singular person who had just sent an email to the listserv. This is what you should do most of the time.
2. **Reply-all** - This addresses the person who had just sent an email, and it also sends an email to everyone on the list. Use this if you think *everyone* needs to know what you're saying (e.g. if there is something ethically wrong with the event advertised on the residential college listserv). Too many people replying-all is overwhelming.

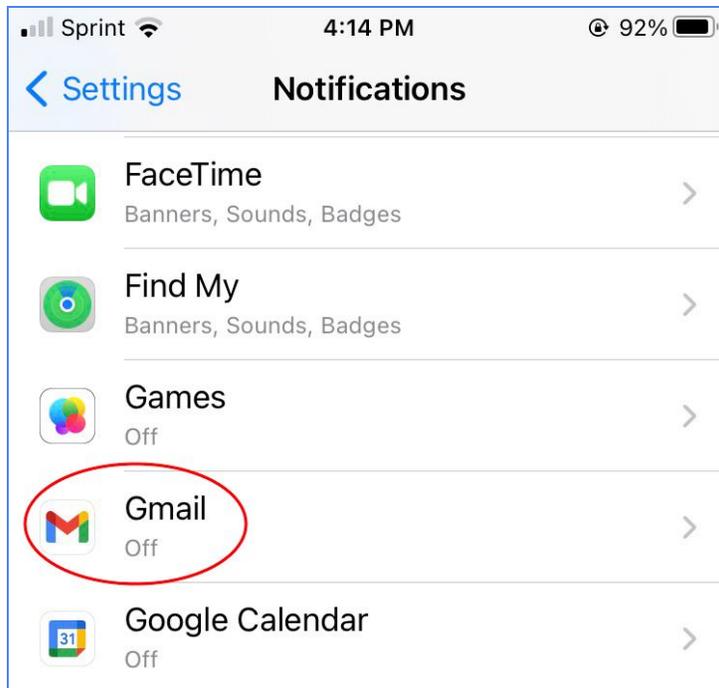
### 4.2 Handling Large Email Volume



PROCEDURES

Here's a procedure of steps you can take, in order from most to least helpful (and most to least basic):

1. **Turn off notifications.** When people send emails, they usually do not expect you to respond immediately. It can wait an hour or two.



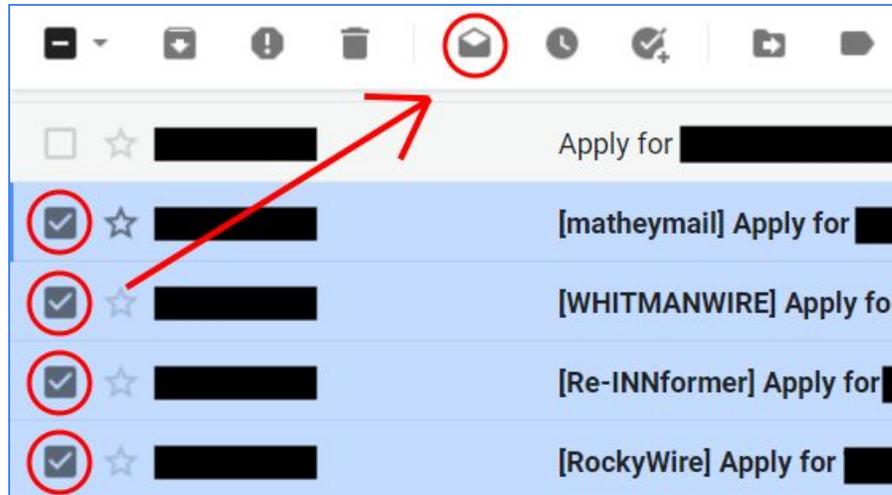
HINTS

For more information on the effects constant notifications have on our minds and the attention economy, check out the **Class of 2023's pre-read**, "[Stand Out of Our Light](#)" by James Williams).

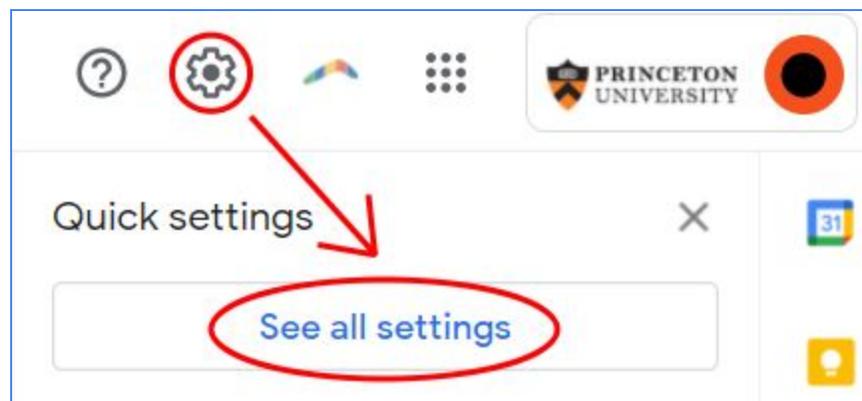
2. **Change your listserv settings.** I recommend turning on listserv name headers, allowing you to quickly identify what listserv emails are coming from. See [Section 5.3](#) on how to do this.



3. If you are signed up for the residential college listservs, read an email and then **mark identical emails as read**. This is easier to notice if you have the headers turned on. Conversely, keep important emails unread or starred if you want to come back to them later.



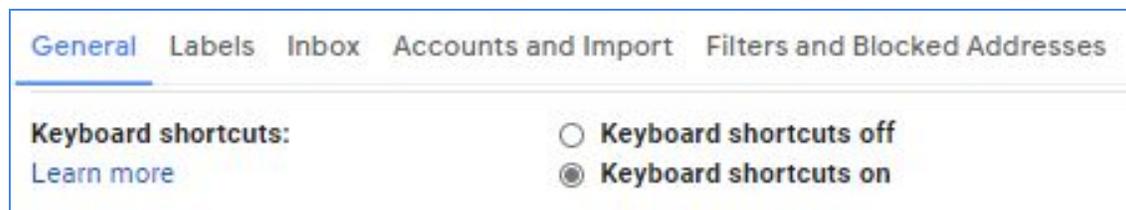
4. **Configure Gmail settings.** Click on the gear symbol and then “See all settings.”



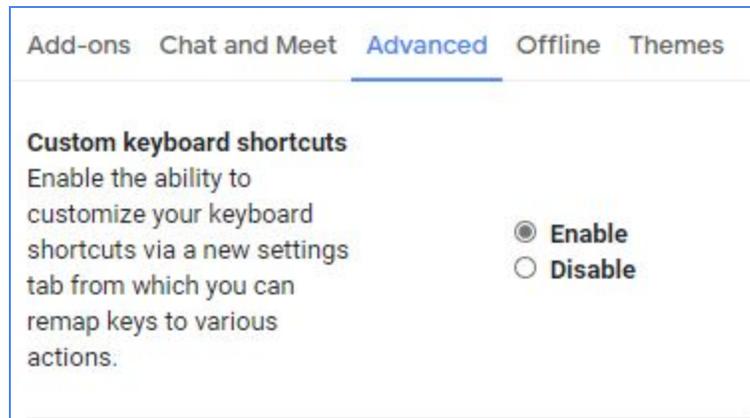
ADVANCED

I will not go over all of the Gmail settings, but **enabling keyboard shortcuts** in particular may be very helpful to going through emails quickly.

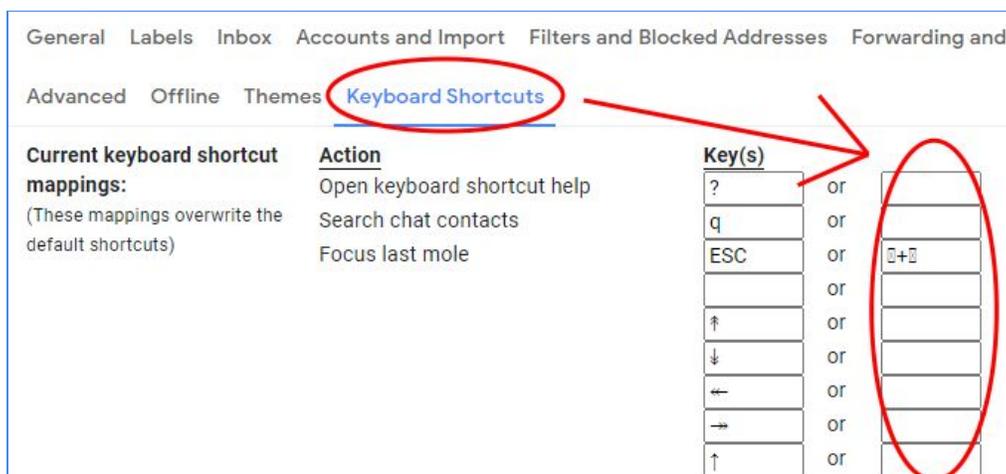
**Turn on Keyboard Shortcuts** in the “General” tab and **press “Save changes”** at the bottom.



With the default settings, you can click on an email and press “j” to go to the previous email and “k” to go to the next. If you want to customize these shortcuts, you can enable “Custom keyboard shortcuts” in the “Advanced” tab.



A new settings tab will appear. If you decide to customize the keys, be sure to press the “save changes” button at the bottom!

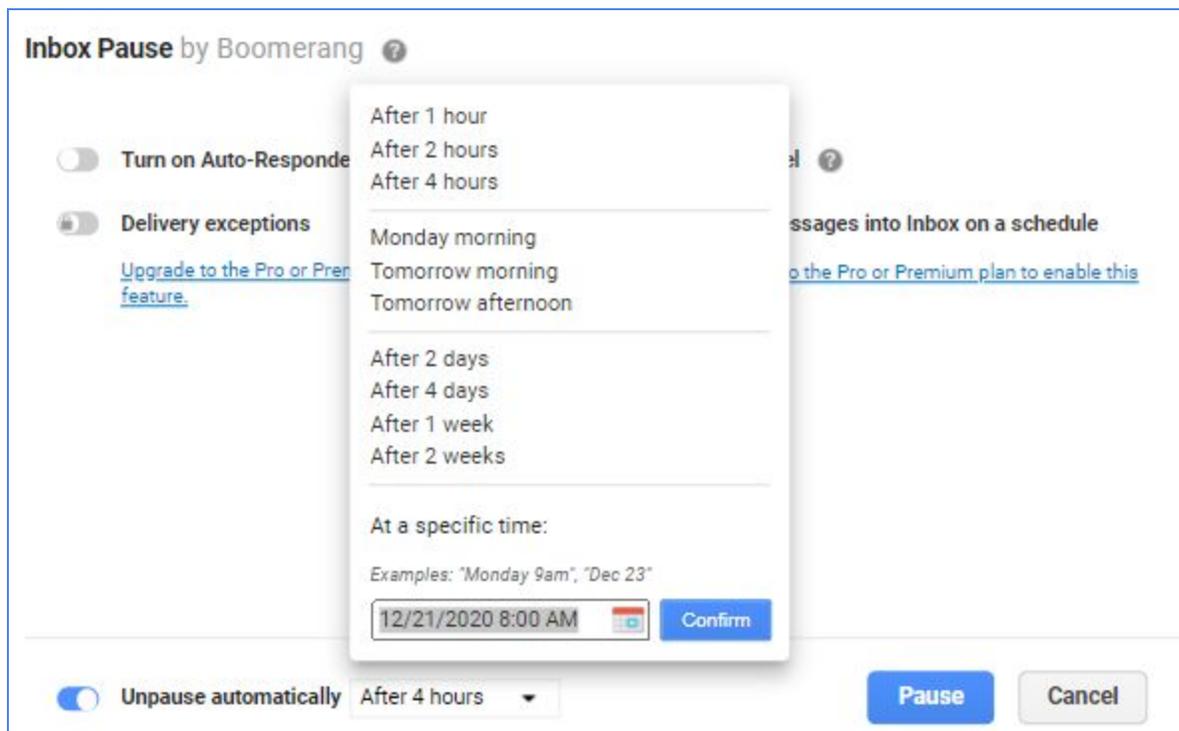
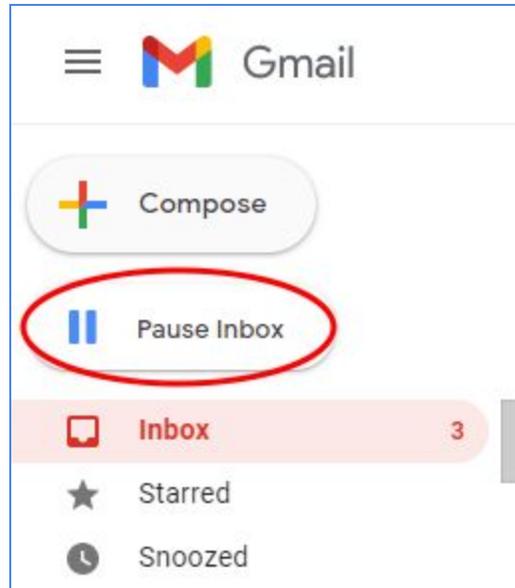


5. **Use plug-ins** for Gmail. One example is Boomerang, which is free and can be found [here](#), but there are plenty out there.



ADVANCED

With Boomerang, you will get a “Pause Inbox” button under the “Compose” button. When your inbox is done pausing, it will deliver all your emails at once, reducing the need to compulsively check when you see a new email.



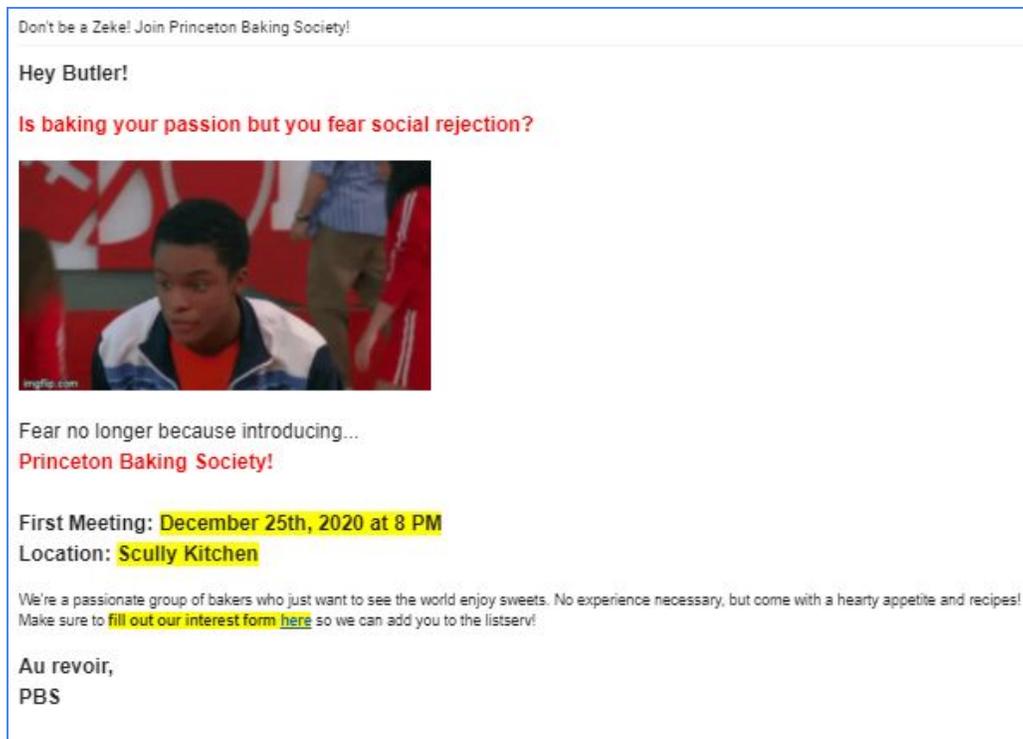
Some student group emails use Outlook. If so, sign up for all the res college listservs (except First) in case you need to do advertising. To find emails directly addressed to your group and not sent from a listserv, Outlook allows you to click "Filter -> To Me" on desktop (not mobile). Leave reading the listserv emails to your personal email account, as Gmail has more tools to deal with it.

## 4.3 How to Write an Effective Listserv Email



BASICS

Everyone should know how to write **visually pleasing emails**, for the sake of all of our eyes. Here are general guidelines to follow:



### DO:

- **Make readable emails;** this email is still very readable at a distance.
- **Use GIFs!** Choosing a great GIF can be humorous or catch attention. [Giphy](#) is a great site for this. You can also make one using a YouTube video link on [ImgFlip](#), though it will have a small watermark (check out the GIF used in the example [here](#)).
- **Use images!** It hurts to look at lots of text.
- **Be concise and use good spacing.** No one wants to slog through a wall of text. Break sections into paragraphs, or write a quick “tl;dr” message at the top if it’s still long.

- **Highlight**, **bold**, *italicize*, or **enlarge** text that is important. This includes event dates, Google Form links, “tl;dr” messages, and event titles. The initial greeting should also be emphasized to make the beginning of the email pop.
- **Use colors visible on a white background** (e.g. **blue**, **red**, **purple**). **Bolding colored** words also helps them to pop more. Choose colors that fit the event thematically.
- **Have personality**. Put yourselves in the shoes of a Princeton student and think about what you would enjoy reading (apparently everyone loves High School Musical).



## DON'T:

- **Use too many colors. It can be a bit excessive.** If everything sticks out, nothing does. Be specifically careful about **red highlighting**, which hurts the eyes. Also note that **red-green** color-blindness is somewhat common. Maybe about 3 colors max.
- **Make the subject line too long.** It won't fit on people's screens.
- **Use bad grammar.** The subject line is a run-on sentence among other things.
- **Change the text size mid-paragraph.** Looks messy, but doing it at the start/end of paragraph might be okay.

- **Address the wrong people.** It hurts to see “Hey Butler!” on the WhitmanWire listserv. Leaving out the initial greeting is fine if you think it is going to trip you up.
- **Leave out crucial details.** Besides forgetting things like a date, location, sponsor, or interest form link, make sure to mention if your event is religiously or politically motivated. If someone exposes you for not mentioning that, it looks very bad on you.



HINTS

These are only generic **guidelines**. You don't have to follow them, but if you do break them, make sure you do so purposefully (e.g. if you are a comedy group, making your emails more obnoxious may be okay).

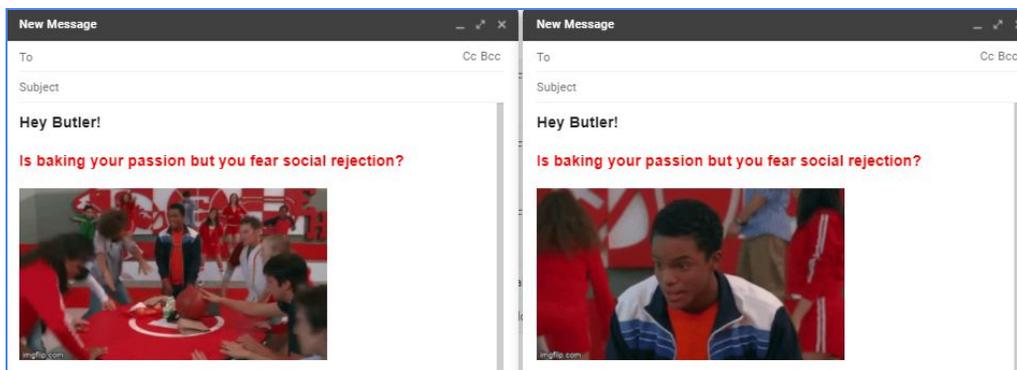
## 4.4 Sending Emails to Multiple Listservs



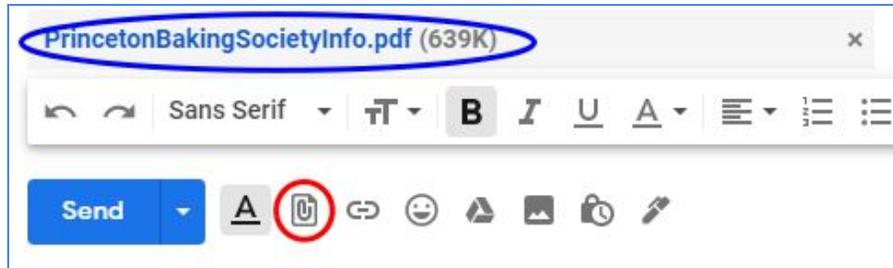
PROCEDURES

Sometimes your first email is fine, but the emails you send to the other listservs get messed up somehow. Make sure all the elements are there in subsequent sendings.

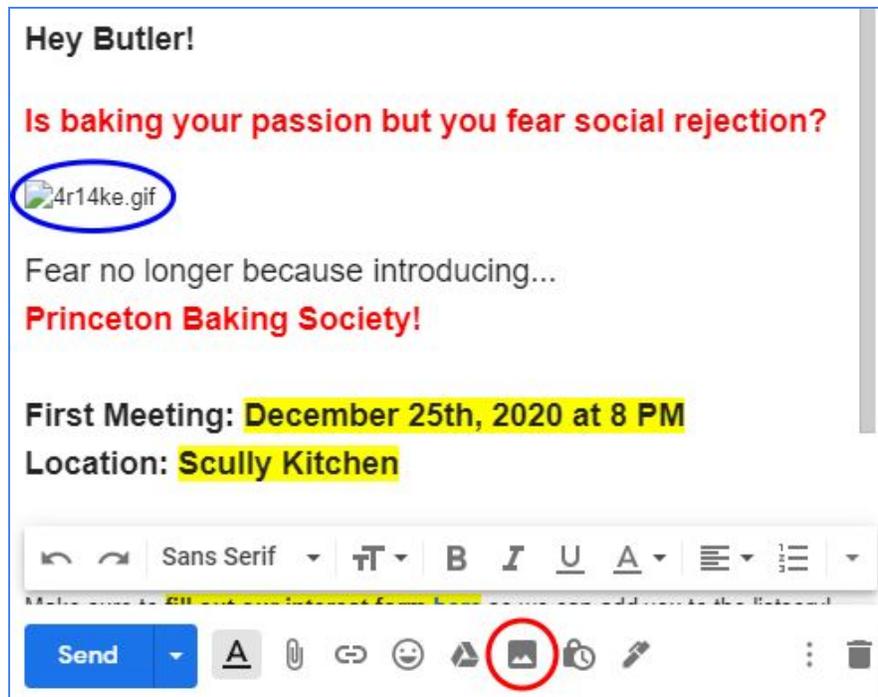
1. **Copy the email body** from the last email that you sent out and paste it into multiple new emails.



2. **Reattach any attachments** (like PDFs). Use the paper clip icon to attach.



3. You may also have to **reupload any pictures in the email body** (especially GIFs) if not showing up. If your GIF only displays a single, unmoving picture, that means your GIF is now a picture file, and you should reupload. Have your cursor where you want the picture to be, and press the “Insert Photo” button.



HINTS

If you are using an Outlook email (which is the case for some student groups), you can attach GIFs only in the desktop app, not the web version.

4. If you start off your email with “Hey [listserv name]!” make sure to **change the listserv name as appropriate**.



5. **Send** it to the appropriate listserv.



RUMORS?

When someone tells you to “forward an email,” **don’t press the “forward” button**. This usually leads to missing attachments. This procedure only takes a couple minutes once you know what you’re doing, so just do it.



ADVANCED

If you send emails to many people regularly, you may want to consider using the **Gmail plug-in MailMeteor** (<https://mailmeteor.com/>). It’s free to send up to 75 emails a day. For just listservs though, you’ll probably be fine without it.

## 4.5 When to Send Listserv Emails



PROCEDURES

When promoting an event, **send out listserv emails 2-3 times**. Here’s why:

### The First Email:

Don't be a Zeke! Join Princeton Baking Society!

Hey Butler!

**Is baking your passion but you fear social rejection?**



Fear no longer because introducing...  
**Princeton Baking Society!**

First Meeting: **December 25th, 2020 at 8 PM**  
Location: **Scully Kitchen**

We're a passionate group of bakers who just want to see the world enjoy sweets. No experience necessary, but come with a hearty appetite and recipes! Make sure to [fill out our interest form here](#) so we can add you to the listserv!

Au revoir,  
PBS

The first email should be sent out **at least a couple days to a week in advance**, so people have time to clear up their schedule before the event. This email should be the most detailed.

## The Second Email:

**Au revoir,  
PBS**

---

**[REDACTED]**  
to me ▾

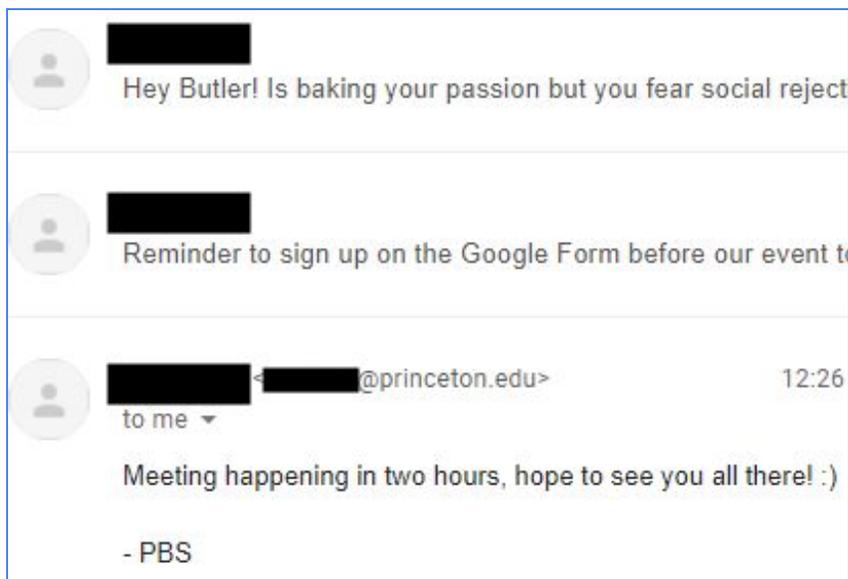
Reminder to sign up on the Google Form before our event tomorrow! Link again [here](#).

Au revoir,  
PBS

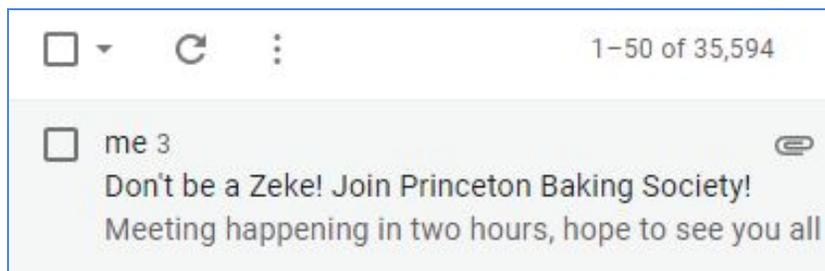
⋮

The second email is optional. If you are running low on registrations **after a few days**, you can **reply-all** to the initial email briefly (using “reply” might just send an email only to yourself). Alternatively, you could make a new email, but it is easier to keep track of a single email chain.

### The Third Email:



The third email is crucial. This should be about **a couple hours before the event**, the day of. Something very short, like “Reminder that this is happening in two hours!” is sufficient. People can check previous emails if they need more info. This email helps to get the spontaneous crowd who just happens to be free.



If your reminder line in the email body **gets the point across before even opening the email**, then you have an exceptionally good reminder email.



Sending more than three emails may be considered **spamming**, so do so at your own risk. Sending emails on a weekly basis to the residential college listservs is also close to spamming, but depends on the content. Biweekly is usually safe though.

## 4.6 Checking if Your Emails Went Through



Sometimes listserv emails don't come out correctly or don't send at all. Some of these methods are excessively technical

### 1. Check off the box to "Receive copy of own postings."

This can be found in the list settings in the Subscriber's Corner (see Section -). You have to set this for every individual list that you want this to apply to. You can also check the "Sent" box in your Gmail.

### 2. Send emails to yourself first.

Once you receive the emails, open them on mobile and change the size of your browser window to make sure it looks nice in all modes. Sometimes emails also will not send if they are too big; sending to yourself first ensures that the email is sendable.

### 3. Ask a friend to check if they received the email.

Not reliable unless you have friends in every listserv, but a valid method.

### 4. Check the listserv website to see if your email is in the archives.

Click on the name of the listserv in the Subscriber's Corner to access the listserv's home page.



There are a few options for you to double check.

The screenshot shows the interface for the BUTLERBUZZ@PRINCETON.EDU listserv. It includes a 'Latest Messages' section with three recent emails, a 'Search Archives' section with a search input and button, and an 'Options' section with various user actions. The 'Archives' section at the bottom lists weekly compilations of emails for December 2020, with 'December 2020, Week 5' highlighted.

In the **Latest Messages** tab (blue circle), you can see the most recent emails to the list and their sending times. Wait about 15 minutes after sending before you conclude that your message did not send.

The **archives at the bottom** (bottom red circle) are compilations of all the emails sent during that time frame (e.g. December 2020, Week 5). If your email is not in the last three messages sent to the listserv, you might want to look here.

The **“Search Archives”** button (top right red circle) allows you to search for a keyword that was included in the email.

## 4.7 Quick Checklist for Listserv Email Senders

Did you...

- Include all of the correct information (listserv name, location/time, sponsor, links)?
- Think about advertising elsewhere (e.g. Instagram, posters, class Facebook pages)?
- Create a Facebook event if applicable? ([Section 3.4](#))
- Write a readable email? ([Section 4.3](#))
- Figure out how you are going to reach all six residential college listservs?
- Decide on a timeline for the follow-up emails? ([Section 4.5](#))
- Send a version of the email to yourself to make sure all the elements load in properly?
- Double check to make sure that the emails actually sent to the listservs? ([Section 4.6](#))

## 5.0 Listserv Management

### 5.1 Making a Sign-Up Google Form for Your Group



PROCEDURES

Having all of the right information right at sign-up will make your life easier later when managing subscribers and group members.

#### 1. Name (Short Answer)

Princeton Baking Society Sign-Up Form

Sign-up here to join our listserv!

\* Required

Name: \*

Zeke Baylor

This seems obvious, but it helps to get someone's preferred name, because the name that appears with their netid might be different.

#### 2. Netid (Short Answer)

Netid: \*

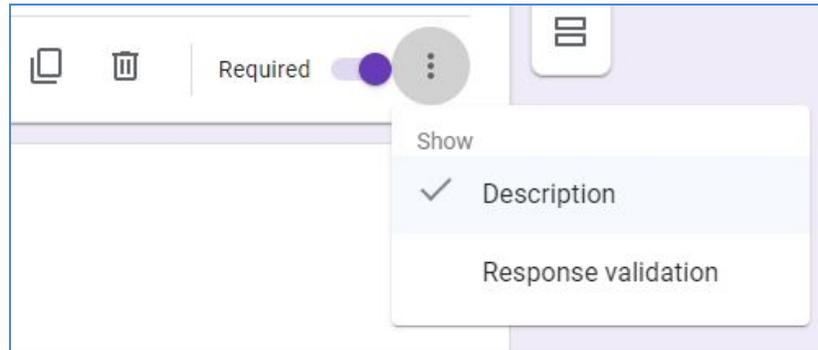
(This is your Princeton email before the [@princeton.edu](mailto:princeton.edu))

CXX

This is the most important, because there are often people with the same name at Princeton. This is also necessary to sign up people for listservs.



Make sure people don't put their 9-digit PUID. To help people out, you can add a description by clicking on the three dots when making the question, and don't forget to make this question required!



### 3. Class Year (Multiple Choice)

This can be looked up on TigerBook, but having this information ready can be helpful so you can keep track of who on the listserv is an active student (and delete/unsubscribe people that have already graduated). Don't forget to include a "Grad" option too.

### 4. Residential College (Multiple Choice)

This might be useful to ask if you need someone to send emails to the FirstComeFirstServ listserv. See [Section 3.1](#) for information on the residential college listservs.

### 5. The Optional Fun Question (Multiple Choice or Long Answer)

What's your favorite thing to bake?

Pastries

Scones

Apple Pandowdy

Other: \_\_\_\_\_

This helps you to get a sense for a person's personality, or they make for a fun icebreaker at the first meeting. Make this multiple choice if you want to use it for more of a quick joke or icebreaker, or make it a long answer if you want to know the person better.

## 6. Additional Comments (Long Answer)

Additional Comments?

Your answer \_\_\_\_\_

It's always good to leave this section here, in case someone has special circumstances.



For multiple choice questions, it might be good to leave an "Other" write-in option. People have different circumstances that are really hard to predict.

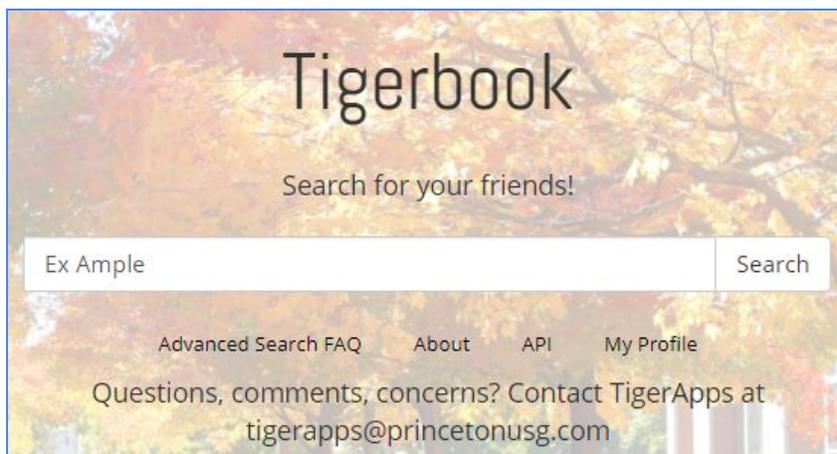
## 7. Reviewing Responses

You can review your responses in the "Responses" tab of your Google Form. If you also press the green button circled below, you can also create a Google Sheet spreadsheet to more easily see all of your data. The spreadsheet automatically updates every time someone submits a Form.

Princeton Baking Society Sign-Up Form (Responses)							
File Edit View Insert Format Data Tools Form Add-ons Help <small>Last edit was seconds ago</small>							
fx Timestamp							
A	B	C	D	E	F	G	
1	Timestamp	Name:	Netid:	Class Year:	Residential College:	What's your favorite thing	Additional Comments?
2	12/30/2020 12:31:05	Zeke Baylor	cxx	2023	Whitman	Pastries	I love baking!!!
3	12/30/2020 12:31:50	Troy Bolton	tbbb	2023	Rocky	Apple Pandowdy	I have basketball practice

## 8. Filling in Missing Information with TigerBook

You can use **TigerBook** ([tigerbook.herokuapp.com](http://tigerbook.herokuapp.com)) to fill in missing information, directly into your spreadsheet. You can search for a person's name, netid, class year, or residential college.



HINTS

**Netid is the most reliable search parameter** to find the other information, because there are often multiple people with the same name, but never two people with the same netid. If you type in a person's netid into a new email, you can also quickly pull up a person's name, because everyone in Princeton is included by default in your Gmail address book.

## 5.2 (Un)Subscribing People for Listservs as a Manager

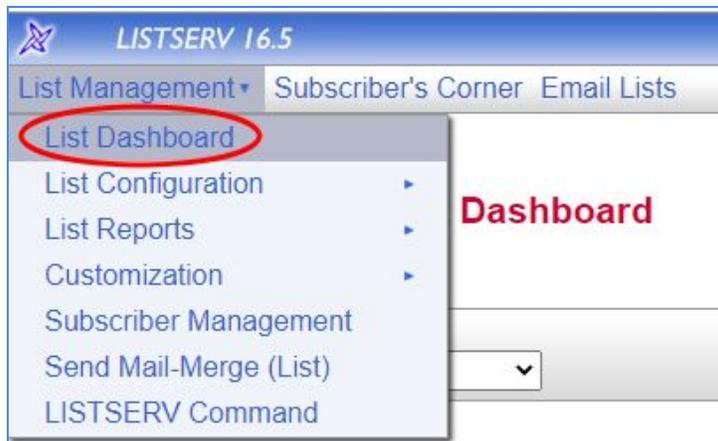


BASICS



PROCEDURES

1. **Login to the [listserv website](#).** If you are an admin for your listserv, login with your Princeton Gmail. You can also use your organization's given email if that has been designated as an owner account (has to be @princeton.edu though). You can check [Section 5.4](#) (List Maintenance tab) to see how you can designate owners.
2. Go to the "List Management" tab, and then click on "**List Dashboard**."



- Next to the name of a listserv you manage, click on the “[VIEW]” button under the list’s subscribers.

**Dashboard for ██████████@princeton.edu**

**Technical Support**

 Technical support has been enabled. If you encounter problems with your lists, you can contact the server administrator by clicking on the life buoy icon.

Once you click on this icon, an email message opens. Enter any information describing your problem. Please be as detailed as possible.



List Name ▲	Subscribers	Send	Subscription
██████████ [Configure]	21 [View]	Owner [Edit]	By [Edit]

- Go to the space next to “Subscriber Management.” **Type in their [netid@princeton.edu](mailto:netid@princeton.edu) email address. Then type in a space and parentheses.** Inside the parentheses, put in the title that you would want the person to be registered under (e.g. “Bob Roberts ‘21”). See [Section 5.1](#) for why you should include a person’s class year.

Select List: [Redacted]

**Report Columns** ([Check All](#) | [Uncheck All](#))

<input checked="" type="checkbox"/> Mail Style	<input checked="" type="checkbox"/> Mail Status	<input checked="" type="checkbox"/>
<input type="checkbox"/> Ack	<input type="checkbox"/> Repro	<input type="checkbox"/>
<input type="checkbox"/> Conceal	<input type="checkbox"/> HTML	<input type="checkbox"/>

**Report Format**

Report Format: On Screen

**Search Options**

Search for Subscribers:

**Subscriber Management**

Add Subscriber: exa@princeton.edu (Ex Ample '21)  Add Subscriber  
nancy@xyz.com (Nancy Travis)

5. Instead of pressing “Add Subscriber,” you can also scroll down to the bottom of the page and **click “Submit.”** This also gives you a chance to turn off email notification of changes if desired.

<input type="checkbox"/>	<span style="background-color: black; color: black;">[Redacted]</span> @PRINCETON.EDU	Regular	Mail	Post	18 Dec 2020
<input type="checkbox"/>	<span style="background-color: black; color: black;">[Redacted]</span> @PRINCETON.EDU	Regular	Mail	Post	18 Dec 2020

-- -- --

Subscribers per Page: 50 Send email notification of changes

Submit



For Pace Center groups, usually a Pace Center administrator is a list owner. Leaving the box checked means that they'll get 20 emails if you add 20 people. Additionally, if you want the person being added to get an email notification, you should send them a personal email introduction anyway, talking about what your group does.

6. After you submit, you should be able to **see their name on the list** of subscribed people (which is the page you are already on). **You can also change their settings.** Mail Style (email/digest/index) and Mail Status (mail/no mail) can also be set by the individual's subscription settings ([Section 5.3](#)), but only the listserv owner can change the restrictions ([Section 5.4](#) under Access Control).

██████████ (██████████ Subscribers) Submit

Check All | Uncheck All

Subscriber Names ▲	Mail Style	Mail Status	Restrictions	Subscription Date
<input type="checkbox"/> ██████████@PRINCETON.EDU ██████████	Regular	Mail	Post	18 Dec 2020
	-- ▾	-- ▾	-- ▾	

Subscribers per Page:  Send email notification of changes

Delete Selected Subscribers Submit

## 5.3 Listserv Subscription Settings

List Name: WHITMANWIRE whitmanwire ▾

Name: ██████████

Email Address: ██████████@princeton.edu

Subscribed Since: 16 Dec 2020

? **Subscription Type**

- Regular
- Digest (traditional)
- Digest (MIME format)
- Digest (HTML format)
- Index (traditional)
- Index (HTML format)

? **Mail Header Style**

- Normal LISTSERV-style header
- LISTSERV-style, with list name in subject
- "Dual" (second header in mail body)
- sendmail-style
- Normal LISTSERV-style (RFC 822 Compliant)

? **Acknowledgements**

- No acknowledgements
- Short message confirming receipt
- Receive copy of own postings

? **Miscellaneous**

- Mail delivery disabled temporarily
- Address concealed from REVIEW listing

[NODIGEST]  
 [NOMIME DIGEST]  
 [NOHTML MIME DIGEST]  
 [HTML DIGEST]  
 [NOHTML INDEX]  
 [HTML INDEX]  
 [FULLHDR]  
 [SUBJECTHDR]  
 [DUALHDR]  
 [IETFHDR]  
 [FULL822]  
 [NOACK NOREPRO]  
 [ACK NOREPRO]  
 [NOACK REPRO]  
 [NORMAL]  
 [CONCEAL]

Update Options Unsubscribe (WHITMANWIRE)

The relevant aspects of each setting will be explained here briefly. Additionally, you can also click on the “?” mark buttons (circled in red) to see explanations on the website. Don’t forget to press “Update Options” when you’re done.

### Subscription Type

**Regular** is the default. Emails will come in as soon as they are sent to the listserv.

**Traditional Digests** compile all the emails for the day and send them in a single email. Compact, but it can't display pictures, so not recommended too strongly. You could still see the emails with pictures in the listserv Archive (see [Section 4.6](#)).

**BUTLERBUZZ automatic digest system**  
to BUTLERBUZZ ▾

There are 5 messages totaling 3780 lines in this issue.

Topics of the day:

1. 12/21 - [REDACTED] is open tonight!
2. [REDACTED] Hot Chocolate Making Event
3. [REDACTED] Join us for a book discussion over winter break!!
4. Help a Senior with their Independent Work
5. Selling DoorDash Giftcard

To unsubscribe, click the following link:  
<https://lists.princeton.edu/cgi-bin/wa?SUBED1=BUTLERBUZZ>

---

Date: Tue, 22 Dec 2020 00:22:51 +0000  
From: [REDACTED] <[REDACTED]@PRINCETON.EDU>  
Subject: 12/21 - [REDACTED] is open tonight!

Hi Butler College,

**HTML Indexes** show you the subject line of each listserv email of the day. You can click on the index number to view the email on the listserv website.

**WHITMANWIRE automatic digest system**  
to WHITMANWIRE ▾

 **LISTSERV 16.5**

**WHITMANWIRE Index - 20 Dec 2020 to 21 Dec 2020 (#2020-592)**

Index	Date	Lines	Subject and Sender
<a href="#">027722</a>	12/22	185	12/21 - [REDACTED] is open tonight! From: [REDACTED] <[REDACTED]@PRINCETON.EDU>
<a href="#">027723</a>	12/21	1121	[REDACTED] Hot Chocolate Making Event From: [REDACTED] <[REDACTED]@PRINCETON.EDU>

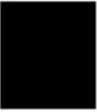
**WHITMANWIRE@PRINCETON.EDU**

View: Message: [ [First](#) | [Previous](#) | [Next](#) | [Last](#) ]  
 By Topic: [ [First](#) | [Previous](#) | [Next](#) | [Last](#) ]  
 By Author: [ [First](#) | [Previous](#) | [Next](#) | [Last](#) ]  
 Font: [Proportional Font](#)

---

Subject: [REDACTED] [Hot Chocolate Making Event](#)  
 From: [REDACTED] <[REDACTED]@PRINCETON.EDU>  
 Reply-To: [REDACTED] <[REDACTED]@PRINCETON.EDU>  
 Date: Mon, 21 Dec 2020 19:41:17 -0500  
 Content-Type: multipart/related

Parts/Attachments: [text/plain](#) (39 lines) , [text/html](#) (3 lines) , [giphy.gif](#) (3 lines) , [image.png](#) (3 lines)



---

Hello, hello, chocolate loving people!

Congratulations on making it to the end of fall semester -



**Don't choose the other options.** MIME digests have junk code, HTML digests display subject lines but do not let you view the whole email without going to the listserv archive, and traditional indexes require you to send an email to view individual emails. **Regular is still probably the best**, but it is worth experimenting with HTML indexes if you want to check your email less.

## Mail Header Style

This is what "LISTSERV-Style" looks like. I recommend this option to keep organized.

[RockyWire] Fwd: Telehealth Access

The other headers put the header in the email, which does not make a difference really.

[REDACTED] <[REDACTED]@princeton.edu>  
 to BUTLERBUZZ ▾

----- Information from the mail header -----

Sender: Butler College Discussion Group <[BUTLERBUZZ@PRINCETON.EDU](mailto:BUTLERBUZZ@PRINCETON.EDU)>  
 Poster: [REDACTED] <[REDACTED]@PRINCETON.EDU>  
 Subject: PREMIERING TONIGHT: [REDACTED]

-----

## Acknowledgements

Either of these settings will allow you to get a confirmation email when you send an email to the listserv. The second option sends you a short email confirming receipt, while the third option sends you the email itself. No big difference either way.

## Miscellaneous

You can **disable** a listserv temporarily to stop receiving emails from it without unsubscribing. Just make sure to go back to the listserv website and uncheck the box when you want to start receiving emails again.

The final setting is mostly useless; nobody can use the “review” command to see who is subscribed to the listserv unless you are an owner in most cases, and in that case, you might as well check on the listserv website.



HINTS

If you disable listservs for a while (e.g. to focus for exams) and want to look back at the messages you missed, you can **check the listserv archives** on the individual listserv’s home. See [Section 4.6](#), step 4 to review that.

## Listserv Commands



ADVANCED

The bracketed words circled in blue are the commands to set the individual settings through email (see [Section 5.6](#)). For example, to change it to the third Mail Header Style, you would send a message to [lists@princeton.edu](mailto:lists@princeton.edu) with the message body “set whitmanwire fullhdr”.

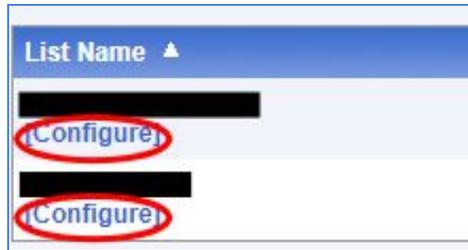
## 5.4 Listserv Manager Settings



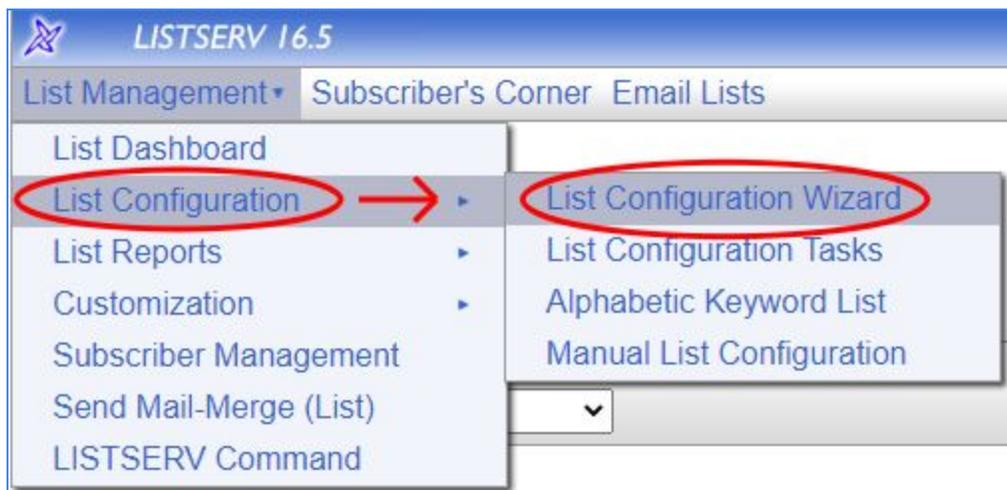
BASICS

You can **change your listserv name, description, owners, who can send to the listserv (open/closedness)**, and more here. It’s a lot to get through, but it is very worth your time to know how to do these things.

To access these settings, make sure to **click “[CONFIGURE]”** under the name of the listserv:



Alternatively, go to **List Management -> List Configuration -> List Configuration Wizard**.



There are multiple tabs, but I will only go over the relevant settings. Note that you can also click on the “?” buttons on the website (circled in blue below) to read lengthier descriptions. As always, **don't forget to click “Save”** when you are changing settings.

## Descriptions

Descriptions   Access Control   Distribution   Error Handling   List Maintenance

### Descriptions

List settings available on this page: [List Title](#) | [List Description](#) | [HTML Description](#)

#### Keyword

[?](#) List Title:

[?](#) List Description:  
 You should insert a short (4-5 line) description of your list here

**List Title** - This is the name of the listserv, displayed when you receive an email from them. It is not necessarily the email address to send to the listserv though. You can edit this.

**List Description** - This is what people will see as the description in the Subscriber's Corner for your listserv, or on the Emails List tab if your list is open. More important for an open listserv, less so for a closed listserv where people likely know what they are being signed up for.



HINTS

The top of every settings tab here has a list of the enclosed settings, circled in blue here. Clicking on the specific setting can you take straight to its page, which is useful if there are many settings to sift through.

## Access Control

Summary of current "Send" setting:

- List owners may post to the list. Posts from all other sources will be rejected.
- Owner= █████@princeton.edu █████@princeton.edu █████@princeton.edu █████@princeton.edu

**Note:** If you change the primary **Send=** setting, the header will be automatically updated and the page redisplayed  
**Note:** If changing to "Editor", you must first define the **Editor**.

[?](#) Send= Owner ▾

[?](#) Special:

(OTHERLIST)  
 Owner(OTHERLIST)  
 someuser@example.com

[?](#) Confirm:

**Send** - By default, it is set to “Owner,” i.e., only owners can send emails to the listserv. You can also change it to “Editor” and approve specific people under the “List Maintenance” tab. Setting it to “Public” would allow anyone on the list to send emails (like a residential college listserv).

**Confirm** - Check this box if you, as a listserv owner, want to confirm every email before it can be sent to the listserv. It might be quite a bit of work if many people send emails though.

## List Maintenance Settings

This tab has the most important settings.

**List Maintenance Settings**

List settings available on this page: [Editor](#) | [List-Address](#) | [Moderator](#) | [Notebook](#) | [Notify](#) | [Owner](#) | [Configuration](#)

Keyword	Setting
<a href="#">?</a> Editor=	<input type="text"/>
<a href="#">?</a> List-Address=	<input type="text" value="fred@example.com"/> <input type="text" value="...@Princeton.EDU"/> <input type="text" value="...@XYZ.LISTS.PRINCETON.EDU"/>

**Editor** - In the “Access Control” tab, if you set sending privileges to “Editors,” you can designate who are editors here. Enter in any email address you like.

**List Address** - This changes the email address of your listserv. For example, you could change the Princeton Baking Society’s listserv address to “[pbs@princeton.edu](mailto:pbs@princeton.edu),” but the Listserv Title (as configured in the “Descriptions” tab) is still “Princeton Baking Society.”

The screenshot shows a configuration interface with the following elements:

- Notify=**: A dropdown menu with three dots and a downward arrow, circled in red.
- Specify:**: A text input field containing "marie@example.com".
- Owner=**: A list box containing several email addresses:
  - ██████████@princeton.edu
  - ██████████@princeton.edu
  - ██████████@princeton.edu
  - ██████████e@princeton.edu
- Quiet:**: A text input field containing "joe@example.com".
- Below the Quiet field, there is a list of roles:
  - godiva@example.com
  - (██████████-ADMIN)
  - Owner(OTHERLIST)

**Notify** - If you select “Yes” here, you will be notified every time someone subscribes to the listserv. By default, it is turned off.

**Owner** - You can designate who is an owner of your listserv here. They will have the privileges to add people and change settings.

## Subscription Settings

Keyword	Setting
<b>Default-Options=</b>	NOACK,REPRO REVIEW,SUBJ,REPRO
<b>Subscription=</b>	By Owner ▼
<b>Confirm:</b>	<input type="checkbox"/>

**Default Options** - NOACK means no acknowledgement, and REPRO means the sender will get a copy of their email “reproduced” and sent back to them. You can turn these settings on/off by adding/subtracting “NO” to the keyword.

**Subscription** - You can set your listserv to open or closed here (see Section -). Choosing the “By Owner” option allows you to approve people who attempt to join your listserv via the method listed in Section -, while “Closed” will automatically reject such requests.

## 5.5 Listserv Website Preferences



ADVANCED

These are applicable to all listserv users, but it's only really useful if you go on the listserv website a lot. Most of these settings are superfluous though.

You can access your preferences by clicking on the “Preferences” button on the top right corner, next to the “Log Out” button.



Like with the individual list settings, you can click on the “?” mark buttons to the left for more information. The most useful options are on the “General Preferences” tab.

General Preferences			
<a href="#">General Preferences</a> <a href="#">Archive Preferences</a> <a href="#">Report Preferences</a> <a href="#">Newsletter Profile</a>			
<b>LISTS.PRINCETON.EDU</b> ( [redacted]@princeton.edu )			
Preference	Setting		
Mode:	Basic Mode	▼	
Text Size:	Extra Large	▼	
Navigation Style:	Pulldown Navigation	▼	
Start Page:	LISTSERV Archives	▼	
Owner Dashboard Changelogs:	After Prompt Only	▼	
Page Title Icons:	Shown	▼	
Login Cookie Expiration:	No Expiration	▼	
Cache Pages:	No	▼	

**Mode** - You can choose Basic, Expert, and Tutorial mode, but ultimately, it doesn't make much of a difference.

**Text Size** - There are four settings, from small to extra large. Use it as comfortable.

**Start Page** - You can set your start page to be the List Dashboard (good for managers), Subscriber's Corner (good for subscribers) or the Listserv Archives (open email lists).

**Login Cookie Expiration** - If you set “No Expiration” (the default), you will stay logged into the listserv website until you log out.

## 5.6 Listserv Commands



ADVANCED

You really don't need to know any of these commands when you can just set them on the listserv website, but perhaps they could be useful if you don't feel like logging in. See [Section 2.2](#) for the basic example of using a listserv command to subscribe.

Just type “help” into the email body, addressed to [listserv@princeton.edu](mailto:listserv@princeton.edu) with no subject, and you will be given a list of the most frequently used commands.

```
INFO      <topic|listname>      Order documentation (plain text files)
SUBscribe listname <full name>  Subscribe to a list
SIGNOFF   listname             Sign off from a list
SIGNOFF   * (NETWIDE           - from all lists on all servers
Query     listname             Query your subscription options
Search    listname keyword...  Search list archives
SET       listname options     Update your subscription options
INDEX     <listname>           Order a list of LISTSERV files
GET       filename filetype    Order a file from LISTSERV
```

I will highlight the most important commands here:

<b>Command:</b>	<b>Example:</b>	<b>Purpose:</b>
<i>Subscribe</i>	subscribe whitmanwire	Subscribe to a listserv with default settings.
<i>Signoff / unsubscribe</i>	signoff whitmanwire / unsubscribe whitmanwire	Unsubscribe from a listserv.
<i>Set listserv option</i>	set whitmanwire subjecthdr	Set specific options for receiving emails from a listserv (see <a href="#">Section 5.3</a> for a list of options).
<i>Query listserv</i>	query whitmanwire	Receive an email detailing your current settings for that listserv.
<i>Review listserv</i>	Review whitmanwire	Sends you a list of people subscribed to the listserv, if you are an owner.

## 6.0 Concluding Remarks

Thank you for reading the LIPService! I hope that you put this knowledge to good use and make our campus an informationally more accessible and unified place. Important acknowledgements to all the friends that encouraged me to write this and helped look it over, and to all the future people who may make edits to update this guide with the times. Au revoir, I must bake an apple pandowdy...