

Gotham City Networking Inc.
Guide to Posting to *Fredslist* and *Promo listservs*



Gotham gets asked often so here goes.

Fredslist and *Promo* are moderated lists. That means that they are not automatically posted but are reviewed and then released at regular times. Postings to *Fredslist* will be moderated only between Monday and Friday and not over the weekend. Postings to *Promo* will be moderated and released only on Tuesday and Fridays. (More on which email to use for which items follow later in this guide.)

▶ To post to *Fredslist* (Mondays through Fridays) email to fredslist@gothamnetworking.com.

▶ To post to *Promo* (Tuesday and Fridays only) email to promo@gothamnetworking.com.

ALSO, you will receive an automatic notice that your post was submitted for moderator review. However, you may not receive that automatic notice because of your spam/junk filter that prevents the same email that you sent, to be received. That automatic notice email includes a link that allows you to cancel your posting in the event you made a typo, left something out or want to make a correction, or just change your mind about wanting to post. If you do not receive the automatic notice it may signal to you that you are not receiving *Fredslist* posts. You can always check yourself in our *Fredslist* Archives. <https://www.gothamnetworking.com/fredslist.php>

Special Note: Emails are reviewed sporadically on the weekends in case an emergency email needs to be addressed. For example, for health issues, we do screen and share relevant posts to our “*advocates*” who will respond direct where they can help.

Things to Remember for Posting to both lists:

Please use our lists to help make great connections for your business and find needed resources. But we expect that our members will use our lists in a Gothamly way, being respectful and professional at all times in the spirit of helping each other for the greater good.

Gotham only approves posts during business hours so please try to send your post during the business day. Posts sent after hours get held to the next day (or next *Promo* Day).

Whether on ***Fredslist*** or ***Promo***, please do not send any mass emails, such as company newsletters, which include an “unsubscribe” link. For technological reasons, these emails are problematic.

We discourage sending emails with attachments. Attachments are often stopped by spam filters. In addition, a large percentage of ***Fredslist*** and ***Promo*** “members” won’t see it because they are receiving emails in digest format which removes the attachments.

Please do not use our lists or our website to mine for email addresses for your own email blast.

When responding to an email on ***Fredslist*** or ***Promo***, please use “reply” – not “reply all”.

In an effort to respect everyone’s email and keep from overloading, we apply ***a rule of 3*** --- only 3 emails on any one thread.

When sending an email to ***Fredslist*** or ***Promo***, be sure to send from the email you are registered with on the website. If not, you will get an email rejecting your posting. Also, if you did not receive an email saying it is being held for moderating, we did not receive your post.

Again, to recap on which email to use:

▶ To post to Fredslist Gotham Listserv (Mondays through Fridays) email to:

fredslist@gothamnetworking.com.

▶ To post to Gotham Promo Listserv (Tuesday and Fridays only) email to:

promo@gothamnetworking.com.

[We recommend putting both emails in your contacts or address book to avoid posting problems that result from typing the wrong email address.]

Fredslist

Use ***Fredslist*** for emails seeking help – advice, make a connection, get an internship or a job (for you or another). You can also use ***Fredslist*** for more personal social requests you may have such as restaurant recommendations, vetting a doctor or getting medical recommendations. Send your email to fredslist@gothamnetworking.com. (Respond directly to the sender.)

Use ***Fredslist*** to share job and internships opportunities you have or know of. Send your email to fredslist@gothamnetworking.com. (*Recruiters please see below)

GCs use ***Fredslist*** to share news of an upcoming Gotham meeting or Gotham event, or a recap of either. Send your email to fredslist@gothamnetworking.com.

Fredslist is also the perfect place to share a “thank you/ shout-out” to a Gotham member who has helped you or made a connection, or “report” how attending a Gotham meeting “helped” you. You can also offer congratulations to a member for a professional or personal achievement. (We do permit the occasional email bragging about your family too.) Send your email to fredslist@gothamnetworking.com. [Special note: when you share such kudos please consider sharing the contact info (email, phone, website, link to Gotham profile) of that worthy member.]

Please do not use ***Fredslist*** to promote your business. Our ***Promo listserv*** is available for you to promote your business and we encourage you to use it. Also, do not use ***Fredslist*** to promote the business of a non-member (please instead invite all of your friends to join); forward general information; engage in a conversation; talk about politics; or to engage in any communications that might be considered offensive to another.

Our best advice for a successful ***Fredslist*** post: keep your email short and direct and include a really good subject line.

Employment Recruiters:

Staying in tune with the current job market and listings would be a huge benefit to the Gotham family. Now you can attract talent that is driven to work in all industries and be the best in their field by posting your job openings to Fredslist.

Recruiters will be allowed to post their job listings under the following guidelines.

- All listings need to be sent to Fredslist on Wednesday mornings before 8:00 a.m. They will be posted that morning.
- You may include a maximum of three (3) job opportunities in your post.
- The substance of the listing should be: Job Title/Location and no more than a 25-word description.
- The posts are not intended to be promos. We welcome you to continue to use the promo list for that purpose. Please understand if your post is considered to be too promotional, it will be rejected by the moderator.

Concerning requests to support Charities on **Fredslist** – **MAD Mondays**:

Gotham also seeks to encourage member interaction and charitable causes. Where you seek to share news of a charitable cause you support and seek support from others in Gotham, please follow these guidelines:

- (1) Describe the charity, and the event;
- (2) Please do not include links to sign up, RSVP, etc. or pricing;
- (3) Make yourself the contact so that YOU will provide anyone who responds with interest or a request for more information;
- (4) So if a cause or charity honors someone in our tribe and you want to organize a table or two, please provide the honoree, date, place and time but no costs and to contact you for information.

Charitable emails may be posted only on MAD Mondays. That stands for “Make a Difference”. Please send your email to fredslist@gothamnetworking.com on Monday before 4:00 p.m. and include “MAD Monday” in the subject line.

A note of caution concerning investments/ investment opportunities:

Some people submit posts promoting an investment — explicitly promoting an investment is not permitted on **Fredslist** as it may pose a securities law issue.

Gotham does not let these kinds of submissions get posted. Please do not test us.

We would post a generic "looking for assistance in finding investors" in a general sense because this does not promote or make an offering of any investment directly.

That allows people who might have an interest to respond directly and take any discussion concerning investment off-list — where it belongs.

Promo

Want to share news about your business or service offerings, send your email to promo@gothamnetworking.com – on either Tuesday or Friday. Members may post one promotional email per week. Take the time to read the promos as they come in. They are not just strict promotions. Our members share terrific business advice and offer special deals for their fellow Gotham members. In fact, we think our best promo emails are those that share advice or information with us.

When sending emails to **Promo**, send only on Tuesday or Friday – not the day or night before – and be sure to send before 4:00 p.m. in order to ensure it gets posted.

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