



# PCC Postal Customer Café

## PCCAC Policy Administration

Lewis Johnson

National PCC Program Manager

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# Agenda:

- **Social Media Use Policy**
- **PCC Email Policy**

**Note:** Please refer to these policies as they govern PCCs with regard to the PCC social media use and PCC emails. Any inconsistency between these slides and the PCC Social Media Use Policy and/or the PCC Email Policy is unintentional.



## Postal Service Employees

- **Administrative Support Manual – Section 363**
  - **Personal Use of Postal Service Equipment**
  - **Unofficial Use**
  - **Unofficial Accounts**
  - **Legal and Other Requirements**



## PCC Industry Members

- **May express their personal opinions on their *personal* social media accounts regarding their involvement in PCC events and activities:**
  - **Don't Use Postal Service Logos**
  - **No Official Use**
  - **Be Transparent**



## PCC Industry Members (continued)

### Don't Use Postal Service Logos:

- **Do:** Post own original content (photo at PCC event)
- **Don't:** Use PCC and Postal Service logos



## PCC Industry Members (continued)

### No Official Use:

- **Do:** Post own original content (photo at PCC event)
- **Don't:** Create a social media account for the primary purpose of promoting PCC events and activities



## PCC Industry Members (continued)

### Be Transparent:

- **Do:** Share a Postal Service post promoting **X** service and say something like: “Come to the Central Missouri PCC meeting on Tuesday, November 23, 2017. Meet other mailers and learn how to use Informed Delivery service in a way best suited to your business. Registration for the event is available at [cmpcc.com](http://cmpcc.com). I am a PCC member but I don’t speak for the Postal Service or the PCC so please join and see for yourself.”
- **Don’t:** Share a Postal Service post promoting **X** service and say something like: “Come to Central Missouri PCC event and learn how Informed Delivery service can help grow your business.”



# Questions





## PCC Email Policy

### Discussion Topics:

- **Background**
- **Email Types**
- **Requirements**
- **Sample Email**



## Background:

- **Controlling the Assault of Non-Solicited Pornography and Marketing (*CAN-SPAM*) Act of 2003**
- **Federal Trade Commission (FTC) Enforcement**
- **Penalties – Each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$40,654.**



## Email Purpose:

- **Commercial Content**
- **Transactional or Relationship Content**
- **Other Content**



## Sample PCC Email Format:

- **From Line:** PCC Name
- **To Line:** Email Address of Recipient
- **Subject Line:** Get Involved and Grow!
- **Pre-Header:** PCC – Keeping You Informed!
- **Headline:** Manage a PCC
  
- **Body/Message Copy:** Whether you are a professional or an industry mailer, you can become a PCC leader in your business community. Get in touch with your local postmaster.

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## Sample PCC Email Format: (bottom of each email)

- **Legal:** If you believe you have received this message in error please unsubscribe here (here is a hyperlink to an email address that is used for the purpose of unsubscribing) or send unsubscribe request to [xxx@usps.gov](mailto:xxx@usps.gov) (an email address used for the primary purpose of unsubscribing).
- PCC is located at PCC, 123 Main ST, Anytown, UT 84117-9900
- **Privacy Notice:** For information regarding our privacy policies, visit [www.usps.com/privacypolicy](http://www.usps.com/privacypolicy).

# Questions

***Thank You!***