

# Listserv Best Practices

These tips are based on listserv being used as a means to send to large number of people at one time. It is not for listserv's that are setup to be public mailing lists – anyone can send to it and their email goes to a small group (1-3 people).

If a listserv will sent out to number users, you must use caution on who can send to it and who can reply to it. Here are common configurations used in the past:

**“Send= Owner,Owner”** – this setting permits only owners to send to the listserv

**“Reply-to= Sender”** – all replies by listserv subscribers go back to send and not the entire list

**“Subscription= Closed”** – setting that enables only owners to add subscribers to listserv

**“Misc-Options= KEEP\_EXCHANGE\_DATA”** – helps listserv work more efficiently with Exchange server

Features that can be setup up for higher profile lists:

For announcement style lists, consider adding:

**“Send= Owner, Confirm”** - This will allow only the owners to post to the list and the sender (owner) will be required to approve the message.

A step down would be exploring list moderation (so an editor or owner would need to approve the message before it could be sent).

**“Prime = “MON-FRI 09:00-17:00; SAT-SUN -”** ” This will only allow message to the list to flow during normal business hours (9-5 Monday through Friday). This can prevent messages from being sent when no one is there/could issue a retraction.