

**Steven D. Reece**

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**From:** Rachel McRae <rachelmcr@ yahoo.com>  
**Sent:** Tuesday, January 21, 2014 19:44  
**To:** Steven Reece; John Mark Folker  
**Subject:** A thought or two

Hey, there you two!

Hope y'all are doing well. I've been thinking about a couple of ideas and wanted to run past you both. John Mark, since you're all techy and stuff, I included you!

**Twitter:** Has anyone thought of doing a Twitter account for Matzevah? I've been doing it for work for a year now and was a very reluctant tweeter! At first I didn't really get the point of it but now I see the power that it holds (as with most social media!). I thought it could be another platform to get TMF in front of people. Tweets could be on articles (like what you post on FB), updates about TMF work, details about projects, ways to get involved, photos, etc. If we start out with a handful of tweets a week that could be good. There is also a way to hook FB up to it so each of your tweets is posted on FB (at least that's what people tell me!).

We would want to put a link to Twitter on the website along with Facebook. Maybe an icon of Twitter and FB for click through.

If it's something you think could be beneficial, I don't mind setting it up and giving it a try. I could then let a couple of folks (you two?) have access to it so you could post to it as well.

**Newsletter:** I know this has come up for discussion from time to time. I recently learned about a program called Mail Chimp (link below) that allows you to send out newsletters. There's a platform that is free of charge if you have 2,000 or less contacts. They provide you with various templates you can use, etc.

One of my authors uses it for her newsletters. I just sent her a note to see if she could forward her last one to me so I could see what it looks like. I signed up to receive her letter going forward. Mail Chimp has a process to capture names, emails, etc. as well. She was bragging on FB a weeks ago about how easy it was to use. Once I get her newsletter and hear back from her, I can explore it a bit more. Again, it would be something we could link up to the website.

<http://mailchimp.com/>

Let me know what you think!

Thanks