



## Frequently Asked Questions

### Getting Information About AustinEcoNetwork

#### **I'm not getting the EcoNewsletter. What happened?**

A variety of things could be at play. See if any of these might apply.

**Issue:** You subscribed under an old email address

- ▶ **Remedy:** Sign up at [Ez.com/EcoNewsletter](http://Ez.com/EcoNewsletter) using your current email address to start getting the twice-weekly Austin EcoNewsletter delivered through Mail Chimp.

**Issue:** Our emails are going to your spam folder.

- ▶ **Remedy:** Check your spam folder and change your settings by whitelisting the EcoNetwork's IP address with the whitelist button. You can also edit your black list to prevent the EcoNetworks's IP from appearing in it. If you have austin.rr.com please call and tell them you are having trouble getting emails from a site you want.

**Issue:** You signed up for the Newsletter via the AustinEcoNetwork website.

When we switched to the fancy new newsletter format the connection between our drupal-based website and our MailChimp-based newsletter was broken. We want to fix this soon however all recent website signups have not actually resulted in EcoNewsletter subscriptions. The website sign ups will, however, give you access to posting events and commenting on blogs.

- ▶ **Remedy:** Re-sign up at [Ez.com/EcoNewsletter](http://Ez.com/EcoNewsletter)

#### **How do I see past issues of the Austin EcoNewsletter?**

You can view past issues of the Eco Newsletter at <http://Ez.com/archive>

#### **Is Austin EcoNetwork on Facebook?**

You can access the Austin EcoNetwork Facebook page at <http://Ez.com/AENFacebook>

#### **Is Austin EcoNetwork on Twitter?**

Yes, please follow @AustinEcoNet or find us at <http://twitter.com/AustinEcoNet>. You may also wish to follow Austin EcoNetwork founder Brandi Clark Burton @EcoBrandi



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### Accessing & Posting to Austin EcoNetwork.com

#### Can I be a blogger for Austin EcoNetwork?

Probably. You must be willing to submit educational, engaging and/or thought-provoking posts that help us achieve our mission to expand green practices, grow the green economy, engage citizens civically, and help shape policies that will advance sustainability. It is not a free channel to just self-promote. We request that bloggers post something at least monthly. If, based on all this, you are interested in being a blogger you can apply by submitting your name, email address, proposed subject area(s) and a writing sample to [brandi@AustinEcoNetwork.com](mailto:brandi@AustinEcoNetwork.com). If you are selected to be a blogger we will “promote” your user ID to blogger and you will have additional site permissions when you log in. All blogs go through an approval queue to appear on the Austin EcoNetwork website. Selected blogs are featured in the twice-weekly EcoNewsletter.

#### How do I post an event on the EcoCalendar?

1. Login
2. Go to the EcoCalendar tab on the Austin EcoNetwork.com website.
3. Click on Add an Event just above the calendar block.
4. Fill in the details of the event. There is a separate line for subject apart from the description. Make sure to choose at least one Event Category and Eco Issue.
5. Go to the bottom of the page and hit SAVE- (THIS IS VERY IMPORTANT). It will then go into a queue for approval.
6. If a \$29 posting fee applies (based on your partnership level), submit payment by mail or by phone 512-850-5895.
7. Wait for a site administrator to approve the event, at which point it will show up on the EcoCalendar. It will also be listed in the Calendar events section of the EcoNewsletters for the week leading up to it. Certain large events might be listed in the Planning ahead section of the EcoNewsletter.

If you want additional promotion - contact us about our featured newsletter items, blast packages or other advertising.



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### **Why would I log in to the website?**

To post events, comment on blogs or start a discussion forum. Also, to be promoted to blogger you must first be a site user.

### **I don't know my login/password for the website. How do I find out what it is?**

All recipients of the EcoNewsletter should have a login. You can request a new password by going to [Ez.com/UserPassword](http://Ez.com/UserPassword) and entering the email address where you receive the Austin EcoNewsletter. If it says you are not a site user under this email, just create a new account using the email you wish to log in with at [Ez.com/AENreg](http://Ez.com/AENreg). You will then receive an email including a link for one time access login to the website. The second link will prompt you to change your password. Please do so immediately and use this username and password for future login.

### **I get the EcoNewsletter but I don't know how to login to the Austin EcoNetwork website to post an event or comment on a blog.**

Again, since our new newsletter format has been broken and a solution is being resolved, anyone who has subscribed to the Austin EcoNewsletter through a forwarded email are not yet site users. However, it's easy to re-sign up, at [Ez.com/EcoNewsletter](http://Ez.com/EcoNewsletter) then you will have access to posting events and commenting on blogs on the website.

## Partner Related Questions

### **How often should I update my information?**

As often as it takes to keep your listing organization to stay current. Some organizations change staff emails and projects as often as seasonally, while others have consistent information for years.

### **Will my business be featured in the main Austin EcoNewsletter and how do I get content in there?**

Once a month we welcome our new partners that joined and say a sentence or two about them. After that it's up to you. There are a variety of ways to utilize your partner benefits and paid advertising to gain additional exposure. Submit an article, blog, or comment on a blog. Post your upcoming events or job opportunities.



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### I have a green business, how do I get listed in the Eco Directory?

Austin EcoNetwork lists the basic contact information for all local green businesses that we are aware of. This includes business name, phone number, e-mail, and URL listed in one Category Heading. Partner and Partner Plus businesses and organizations get listed in up to 5 and up to 10 categories respectively, as well as logo, description of services and an explanation of “why we are green.” Partner Plus listings are also “sticky” meaning they come up at the top of searches for all the categories they are listed in. Please feel free to explore the many other benefits of our different partnership levels.

### Now that I am an Austin EcoNetwork partner, how do I get started?

- Go online and create a profile for your business or organization.
- Upload your logo, a description of your services, and an explanation of what makes your enterprise green.
- Then send [partner@AustinEcoNetwork.com](mailto:partner@AustinEcoNetwork.com) a sentence or two about what you do so we can include a mention of your new partnership in our monthly welcome of new partners, the first EcoNewsletter of the next month.
- If you are a Partner Plus level, your logo will be featured in an upcoming EcoNewsletter and your logo or image will be added to the Our Partners rotation on the upper right hand section of the website.
- You also get to upload two more URLs, such as a blog, facebook, twitter, LinkedIn or other social media site where people can learn even more about you.

### What is the best way for me to utilize my partnership?

It depends on what your goals are but the first order of business is to get your profile the way you like it (see previous FAQ answer). Post any calendar events that you have coming up, in accordance with your partnership level. Think about the flow of your year and think about events, special promotions, and other things you particularly want to feature and look at our advertising options as you are developing your media strategy. Our EcoNewsletter featured items are an inexpensive way to publicize your news. You are also invited to submit promotions and news for our monthly *In the Network* newsletter, which is published on the first Wednesday of each month (deadline for submissions the preceding Monday). It is your opportunity every month to share more commercial or self-promotion stuff that is typically not featured in our blogs or newsletter items.