Opt-in and opt-out for tribes

Deciding whether a network post goes out by default or only when a tribe accepts it, and which to use when.

When head office sends a post to the network, tribes either get it unless they say no, or get it only if they say yes. It is one setting and it changes the reach of a campaign completely.

Setting	Behaviour	Use for
Tribes can opt-out	It goes out from every tribe unless a tribe removes it.	Brand campaigns, seasonal promotions, anything that should be everywhere by default.
Tribes must opt-in	Nothing goes out until a tribe accepts it.	Optional offers, regional content, anything a tribe might not be able to honour.

Choosing honestly

Opt-out gets far more reach, and that is exactly why it should be used for content every tribe can genuinely stand behind. A promotion a tribe cannot honour, published from their page because nobody opted out in time, is worse than no post at all.

> **OPT-IN LOOKS LIKE A FAILURE IF NOBODY IS TOLD**
> A must-opt-in post that nobody accepted publishes nowhere, and the campaign looks broken. If you choose opt-in, say so in the message to tribes and give them time to act.

Checking what actually went out

After a network post, look at how many tribes published it. Poor reach on an opt-in campaign is an opt-in problem, not a content problem — and knowing which of the two you have is the difference between rewriting the post and sending a reminder.