



**Virtual Technology
Conference
Saturday, 11/07/15
@ 1 PM ET**

**Conference Description
& Registration Links go to**

apcug2.org/category/virtual-tech-conference



Maestro Computing Services Email Etiquette

Maestro Computing Services

“We make your system sing”

Personalized Service since 1985

Reducing Computer Frustration one byte at a time

Please contact the maestro:
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Maestro Computing Services Email Etiquette



Seminar Objective:

- Understanding the importance of using proper email etiquette
- Managing your email messages and email folders
- Email protection & security tips ---Phishing / Rumors / Hoaxes
- The FTC Can Spam ACT
- Other email etiquette resources
- Understanding Email Technology & Terminology
- Alternatives to using Outlook and/or webmail to send/receive email



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Email Etiquette

What is email ?

Electronic Mail

Electronic Messaging

A substitute/replacement/alternative to:

- Paper correspondence
- Conversation
- Discussion





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Email Etiquette

Email Content

Subject lines

Short and concise

A summary of the message itself

Must be relevant to the body of the message

Replaces the old re: (regarding) of paper correspondence

Gives the recipients, readers an idea of what information is to follow

Should not be left blank





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Email Etiquette

Email Content

Formatting and Layout



Short Subject Line and not blank

Easy to read (visually appealing)

Consider how and where the message may be read

- Email program (Webmail or Email Client software)
- Smart Phone (Mail Apps)
- Text Message

Avoid one long sentence

Avoid ALL CAPS since it's considered YELLING

Use an extra line between paragraphs

Use bullet points where possible

Avoid fancy fonts and typestyles (may not show up properly on some email systems or mobile devices)

Spell check before sending



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Email Etiquette

Email Content

Signatures and Closings

Sign off at the end of your message

Use an extra blank line or two between the last sentence/paragraph and your closing signature

Sign off with your real name

Include a business name and your title where appropriate

Add additional contact information where appropriate:

- Contact telephone numbers (office, fax, mobile)
- Website address
- Optional personal /business info or links



Maestro Computing Services Email Etiquette

Addressing and sending

Using Send To and CC

Use send-to for the email recipient

Use CC (Carbon Copy) if the message is being sent to more than one person that are part of the email discussion

All CC recipients should be involved in the email discussion or content of the email where all to/cc recipients may respond where appropriate

All email recipients will visually see all other recipients name/email address

Everyone knows who is sending and receiving the email.



Maestro Computing Services Email Etiquette

Addressing and sending

Using BCC

Use BCC (blind carbon copy) when sending a general announcement, invitation, advertisement, etc.

Recipients will NOT see the name/email address of everyone involved in the email.

It's a cleaner look

Recipients will only see the sender's information.

Every email system has an option for BCC.

Look for BCC instead of just using Send-To or CC.

It does exist on smartphones/tablets (find it)



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Email Etiquette

Attachments Part 1

Can I open what you've sent me?

Attach saved files, if appropriate, for additional information.

Be careful what type of file you are attaching

Can the recipients open the file?

Do they have the appropriate software capable of opening the file you sent?

Clearly tell the recipient what attachments are being sent and the type of file that is attached.

Word files (Doc/Docx), JPG, PDF, Excel files (XLS/Xlsx), other types of files

It's not a matter of Windows vs MAC files, computer or device operating system

If you don't have the correct software, you may not be able to open the file.



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Email Etiquette

Attachments Part 2

Do you still think I can open it ?



Most everyone should be able to open:

- JPG picture files
- Adobe PDF files

Everyone may not have:

- QuickBooks or Quicken (or the same version of these)
- MS Works (not Word)
- Apple Pages or Apple Numbers which are proprietary to Apple products
- AutoCad files
- PhotoShop or Illustrator Files
- MS Publisher Files
- Office (Word/Excel/Powerpoint)
- ACT other CRM software
- Other proprietary file structures
- What program can open what type of file?
- <http://fileinfo.com/about>



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Email Etiquette

Attachments Part 3

Are you sending your life story via email ?

Consider the size of your attached files

Does the recipient have an internet service and computer capable (fast enough) of downloading huge files?

Do they have the patience to wait for your huge file to download?

- Wi-Fi is always slower than a wired network connection
- Smart phone cell service may be slower than a high speed internet wired connection

Not everyone has high speed super fast broadband internet

Do they really need the files?

Is there another way to share the files (Internet file sharing methods)?

- DropBox / GoogleDocs / Cloud Based backup services that can also share files
- YouTube
- Photo Sharing (Flickr/Snapfish/Shutterfly/Photobucket/Instagram)



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Email Etiquette

Addressing and sending

Email Forwarding



Be careful when forwarding your received email messages

Clean up your forwards of other's forwarded email

Don't just forward a forward of a previously forwarded message

Watch how you forward from smartphones!

Use BCC where appropriate rather than the simple (lazy) [send to](#) email method.



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Email Forwarding

Don't spread Rumors and Scams

Avoid forwarding messages about the worst virus ever and other rumors
(there is no worst virus ever)

Avoid forwarding messages about other rumors and get rich quick scheme
scams

(Bill Gates is not sending \$\$ to everyone)

DO NOT forward these rumors/scams to everyone in your address book
because someone told you this should be done.

This is how false rumors, scams and viruses can spread.

Verify the rumor at snopes.com, truthorfiction.com or factcheck.org

Jokes and fun videos can go viral
Rumors and scams should not!

Be an Email Angel





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Addressing and sending

Replying to Email

Replying to the sender (and only the sender)

Reply All (be careful how you reply)

You might be sharing personal stuff intended for the sender with hundreds of others most of whom you may never have met.

Don't reply to an old message and then start a new topic of discussion

Start an entirely new email from scratch

Change the subject line to reflect current information



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Email Etiquette

Addressing and sending

Use your address book

Update your email address book with the email addresses of those that you correspond with regularly

Use your address book

Configure your email system to save email addresses from all / most senders.

Don't simply reply to an old message (and forget to change the subject line) because you did not have the other person's email address.





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Email Etiquette

Email system management

Backups-Folders-Conversations



Backup your email messages (especially for POP based email)

Capture/Screen shot your email setting information

Backup your email address book (Export)

Don't throw everything into the In Box (it's not your kitchen junk drawer)

Use personal project folders

Move all messages from both the In Box and Sent Box to each project folder

This will keep a history of back and forth discussion (conversation) in one place

Don't create personal project folders as sub folders of the In Box as a virus could wipe out the entire In Box

The In Box is the first point of attack for many incoming viruses



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Email Etiquette

Email system management

Another system that needs to be maintained



Clean up your email messages

Delete old messages that are no longer needed.

Keep messages needed for permanent record (contracts, agreements, software purchases and downloads, other reasons)

Print these messages as PDF formatted files and save in an appropriate document folder. (print to pdf options)

Empty the deleted or trash folders from your email system

Review your junk mail or spam mail folders and clean them up.

Mark legitimate mail as not junk/spam

Compress/Compact email (Outlook, Thunderbird users)

Backup your address book separately from your entire email system



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Email Etiquette

Email Protection

Be careful with attachments and links

Be careful what attachments or links you open.

If you are not expecting an email from someone, or don't normally receive email from that person or organization, there is a good chance the email is a scam or contains a virus.

Be suspicious of even known senders (family members)

Be suspicious of financial entities requesting account info or password updates.

Wonder, do you even have an account/relationship with that bank, credit card company or retailer?

It is very easy to copy a corporate logo and make any email look official.



dreamstime.com



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Email Etiquette

Email Protection

Verify links before opening them



If an email has a blank subject line or simply OPEN THIS or something else that is too short and does not make sense: Don't open it

If the body of the email simply contains a link (hyperlink, embedded link)
Don't open it.

Most email systems will allow you to move your mouse over the hyperlink to show you what website you may be going to.

It's totally possible to code the hyperlink to redirect you to a totally different (and unsafe) website that has no relationship with whoever sent you the email.

That's how scammer and spammers work to steal your identity.



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Email Etiquette

Email Protection

Don't be too quick to click and open links

If it looks odd, it probably is.
Don't open it.
Be suspicious !



There are many websites available that allow you to check the integrity/validity/safety of various other websites:

- Norton Safe Web <https://safeweb.norton.com>
- Trend Micro <http://reclassify.wrs.trendmicro.com>
- VirusTotal <https://www.virustotal.com>

These are just a few of the many resources available.



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Phishing Scams to avoid

Microsoft, Dell, Norton, McAfee and others will not call you informing you that your computer is infected with thousands of viruses.

These corporate entities are not keeping on tabs on your computer and reporting back to HQ.

Sure, simply click here, let US (whoever us is) login and take over your computer and steal your information or install viruses for further abuse.

The US in most of these cases is not based in the USA but usually some foreign country.



Recommendations:

Always have up to date antivirus protection software on your systems

Always have up to date malware/spyware protection software

Virus protection alone WILL NOT protect your system from damaging malware/spyware infections despite the claims that virus protection protects against everything.

Apple/MAC and Android systems are now subject to serious infections.

MAC systems are no longer exempt from becoming seriously infected.



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More Email Phishing scams to avoid

Your “known friend” has sent you files via Drop Box or Google Docs.

At least that’s what the email said.

Click [here](#) to download the files

If you click [here](#), the next screen shows logos and links to the common webmail service providers (Hotmail, Yahoo, Gmail, AOL, Me) or a place to enter your own.

Enter your full email address and password in the spaces provided.

Click OK or Next.

Think you’ll be receiving those important files? They are not there and your friend did not send any.

Congratulations, you just gave your email name and password to a scammer.





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CAN SPAM ACT

The FTC instituted the CAN SPAM ACT of 2003

Established the US first national standards for the sending of commercial e-mail and requires the Federal Trade Commission (FTC) to enforce its provisions.

Most major reliable email marketing providers (Constant Contact, Mail Chimp, Vertical Response) adhere to CAN SPAM provisions.

Always use OPT IN options when sending bulk mail.

Always offer an method to OPT OUT of receiving email from specific senders

Difficult to enforce with overseas email senders

Actual ACT Title is:

Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003

However, we all use the word “canning” or putting an end to SPAM



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Net Manners

The email etiquette resource

Subscribe to the Net Manners Tips Newsletter:

www.netmanners.com

Like, Follow NetManners on

- Facebook
- Twitter
- Google Plus
- Linked In

Download 101 Email Etiquette Tips

- <http://www.101email etiquettetips.com>





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Email Etiquette

Understand Email Technology & Terminology

Two different email service types exist:

1. Webmail
 - Yahoo, AOL, Gmail, Hotmail, Outlook.com, others
 - Webmail for private domains (mybusiness.com, myname.com, etc.)
2. Local email
 - Uses email client software
 - Outlook, Thunderbird, eMclient, Eudora, Opera, Windows Live Mail, MAC mail etc.

The more you know and understand these, the more control you have over your email.

The less frustrated you might be when email is “not working”



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Email Etiquette

Understand Email Technology & Terminology

Email Service Types

- Webmail
 - Just login to the correct website, enter your email address/password and manage your email.
- Local Mail using email client software:
- Incoming mail protocols:
 - POP Mail (Plain old Post Office) or POP/POP3
 - IMAP Mail (Internet Message Access Protocol)
 - MAPI Mail (Exchange) (Microsoft Application Programming Interface)
- Outgoing mail protocols
 - SMTP (Simple Mail Transfer Protocol)



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Understand Email Technology & Terminology

Email Client Software examples: (not webmail)

- Outlook (Microsoft) (versions for both Windows and MAC)
- Thunderbird (Mozilla) (Windows/Mac/Linux compatible)
- MAC Mail (Apple)
- Outlook Express (Microsoft) (retired with Windows XP)
- AOL (AOL Desktop)
- Microsoft Mail (Windows Vista only)
- Windows Live Mail (Windows)
- eMClient (Windows platform only at this time)
- Opera (multi platform)
- Eudora (multi platform)
- SeaMonkey (multi platform)
- Others



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Email Etiquette

Email Client Software

settings you should know (and backup)

Email Servers when using email client software (not webmail)

- Incoming servers (POP, IMAP, MAPI) **what is the server name**
- Outgoing Servers (SMTP) **what is the server name**
 - Know your own username/password to login to these servers
- Port settings (default vs specialized numeric ports)
- SSL settings (SSL enabled/disabled)
- Advanced options (delete, keep messages, delete after 10 days, etc.)
- Authentication methods (username/password related)

Difficult to backup these settings but you should:

- Capture as screen shot/print screen and save as JPG
- Copy to file (Word, Excel, Notepad, WordPad, other text)



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Email Etiquette

Email Client Software

Email Server settings may not always be the same for domain based email

(me@mycompany.com)

The various email server settings on the previous slide are *usually* the same on Smartphone and tablets (or should be)

However, I have seen many situations where the exact settings that work on a computer may not work:

- On a Iphone/Ipad
- On an Android based phone/tablet
- On one Iphone /Android with older versions of the operating system software

I have seen email server settings that work on an Iphone and computer but not work the same on Android based devices.





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Email Client Software vs. WebMail

- Tired of all the ads that come with Yahoo webmail?
- Want to just check your AOL email without using AOL Desktop or logging into AOL.com
- Want to do the same for your ATT, Verizon, Earthlink, other accounts?
- Want to organize all your various email messages from your multiple email addresses?
- Need to use a combined address book from all your various email addresses?

Email client software is the solution



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Email Client Software vs. WebMail

You can send/receive all your email using email client software instead of using the various, often changing looks and features of traditional web mail:

- Yahoo mail (ad based)
- Outlook.com (formerly hotmail.com)
- Gmail
- AOL (news/headline and ad based)
- Verizon.net
- ATT.net, PacBell, SBCglobal and other formerly AT&T corporate environments
- Earthlink, Mindspring and other Earthlink acquired environments
- Other webmail interfaces

- Your messages, mailboxes (inbox, sent box, trash, etc.) will have a consistent look and feel.
- They can actually be printed without pop ads and other malvertising.



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Email Etiquette

Email Client Software

Email Security

If you are using email client software:

(Outlook, Mac Mail, Thunderbird, eM Client, Windows Live, AOL, other)

Stay as current as possible with the latest versions available, that you can afford and remain compatible on your computer

- Outlook is not free
- Mac Mail comes with Apple/MAC computers
- Thunderbird is free (Mozilla Thunderbird)
- eMclient is free or paid depending on usage (low cost and reliable)
- AOL only works with AOL mail

More current software is usually more secure



Maestro Computing Services Email Etiquette

Seminar Summary

Recommendations for proper email etiquette:

- Short Subject lines that relate to the content of the message
- Fonts and paragraph structure (line spacing)
- Sending protocols (TO, CC, BCC)
- Email layout (line, paragraph spacing, signatures, etc.)
- Forwarding, replying and email blasts

Managing your email messages with folders

Email protection tips for everyone (be careful, be suspicious)

The FTC Can Spam ACT (Don't be a spammer)

Other email etiquette resources: (Netmanners.com)

Understanding Email technology, terminology and server settings

Email on smartphones and tablets

Alternative email clients to standard Outlook or Webmail

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Email Etiquette

Questions

Email Etiquette/Email Security
Perfecting Your Computer Backup

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Elliott is happy to visit your computer club or organization

(in person or via remote connection)

to give any of the following presentations:

- Perfecting Your Computer Backup-The Art of Backup
- Cyber Security and Protection
- Email Etiquette