

# Email Basics

Presented by:  
Software Training Services

The University of Akron



---

---

---

---

---

---

---

---

## Topics

- Guidelines/Etiquette
- Privacy of Email
- Spam
- Chain Letters/Hoaxes
- Discussion Groups/Listservs

The University of Akron



---

---

---

---

---

---

---

---

## Guidelines/Etiquette

The University of Akron



---

---

---

---

---

---

---

---

## Basic Guidelines

- Length
  - Concise, to the point
  - Subject Line
- Tone
  - Avoid all capital letters
  - Professional
  - Read carefully before sending
  - Humor, sarcasm – difficult to convey
  - Emoticons – use sparingly



The University of Akron

---

---

---

---

---

---

---

---

## Emoticons

- :-) = Happy
- :-( = Sad
- ;-) = Wink (Sarcasm)
- :-O = Yell

The University of Akron



---

---

---

---

---

---

---

---

## Identify Yourself

- Signature
  - Full Name
  - Title
  - Company
  - Address
  - Phone Number
  - Fax Number



The University of Akron

---

---

---

---

---

---

---

---

## Replies and Forwarding

- Use the “Reply to” or “Reply to All” option
  - Maintains a link to the original message
  - Maintains “thread” of correspondence
- Forwarding a message
  - Not the same as replying
  - Mail original message to someone other than the sender
  - Use caution when forwarding private or sensitive email messages without the permission of the sender
  - May be inappropriate to forward a portion of a message

The University of Akron



---

---

---

---

---

---

---

---

## Using the “CC:” field

- Carbon copy
- Everyone in the “To” and “CC” fields are visible
- *‘This email is not addressed to you, you’re just receiving a copy’ (FYI)*
- Can be overused
- “Reply to All” will be sent to everyone in “CC” and “To” fields

The University of Akron



---

---

---

---

---

---

---

---

## Using the “Bcc” field

- Blind carbon copy
- Conceals address from other recipients
- Use for mass mailings
  - No need for others to see list of recipients
- Will not receive a “Reply To” or “Reply to All” message

The University of Akron



---

---

---

---


---

---

---

---

## Email Attachments

- Never open an unexpected attachment
  - Even from someone you know
- Used to spread viruses
- Scan questionable attachments
  - On Demand Scan 
- When sending attachments, alert the recipient to the attachment

The University of Akron



---

---

---

---

---

---

---

---

## Etiquette - Flaming

- Verbal attack
- Not an appropriate use
- Ignore
- Steps to Avoid:
  - Carefully read messages before sending
  - Don't send messages in all upper case
  - Don't send insulting email
  - Don't send mass-mailing advertisements

The University of Akron



---

---

---

---

---

---

---

---

## Privacy of Email

The University of Akron



---

---

---

---

---

---

---

---

## Privacy of Email

- Not a secure form of communication
- Don't send secret or confidential information
  - Credit Card information
  - Social Security number
  - Passwords
- More like a postcard than a sealed letter
- Think before you forward
  - Do you have the sender's permission?

The University of Akron



---

---

---

---

---

---

---

---

## Privacy of Email

- Subject to review with sufficient justification
  - Court order
  - Evidence as part of investigations
- Message may be mistakenly addressed
  - Return message to sender and delete

The University of Akron



---

---

---

---

---

---

---

---

## When NOT to communicate via Email

- Don't send email of a sensitive or confidential nature
- Don't use email to communicate complaints or dissatisfaction with someone
  - Have a phone or face-to-face conversation with the person
  - Promotes 2-way communication
- If you find yourself responding more than 3 times on the same topic –
  - Have a phone or face-to-face conversation

The University of Akron



---

---

---

---

---

---

---

---

## Privacy of Email

- If you wouldn't want it broadcast on the 6:00 news – don't put it in an email!!



The University of Akron



---

---

---

---

---

---

---

---

## Spam



The University of Akron



---

---

---

---

---

---

---

---

## Spam

- Junk mail
- Unsolicited bulk mailings
- Overloads mailboxes
  - 20 – 90% of incoming traffic
  - Adult content, health promotions, software offers, investment ads, get-rich quick schemes
  - Chain letters, hoaxes, jokes
- NEVER respond to spam!



The University of Akron



---

---

---

---

---

---

---

---

## Spam

- How they obtain email addresses:
  - Posted on the web (chat, newsgroups, etc.)
  - Web-based discussion boards
  - Inappropriate sharing or sale of email addresses
  - Companies not respecting user opt-out preferences
  - Signing up for "offers"
  - Guessing (random generation)
  - Stealing via malware

The University of Akron



---

---

---

---

---

---

---

---

## University of Akron Response to Spam

- Defining spam
  - Difficult – Did you sign up for stock tips? Are you really interested in wonder vitamins?
- Can't block all sites
  - Also include legitimate mail

The University of Akron



---

---

---

---

---

---

---

---

## University of Akron Response to Spam

- Spammers hide true source of mail
  - Misconfigured mail servers allow this
  - Sign up for free accounts
- Spam Scanning System
  - Determines if each message is spam
  - {SPAM?} = May be spam
  - {SPAM!} = High probability
  - Point system

The University of Akron



---

---

---

---

---

---

---

---

## Reporting Spam

- Messages not marked as spam, send to: [spam@uakron.edu](mailto:spam@uakron.edu)
- Messages marked as spam which are legitimate, send to: [notspam@uakron.edu](mailto:notspam@uakron.edu)

The University of Akron



---

---

---

---

---

---

---

---

## Spam Filters

- Set up filters on email to sort spam messages
  - Place in Junk Mail folder and then review
  - Software Training website  
<http://www.uakron.edu/its/learning/training/facts/taffmail.php>

The University of Akron



---

---

---

---

---

---

---

---

## Other Methods to Reduce Spam

- Contact your congressperson
- Be cautious when giving out your email address
- Complain to the Internet Service Provider where the message originated
  - Forward message
  - **abuse@domain\_name** – [abuse@uakron.edu](mailto:abuse@uakron.edu), [abuse@yahoo.com](mailto:abuse@yahoo.com), [abuse@aol.com](mailto:abuse@aol.com)

The University of Akron



---

---

---

---

---

---

---

---

# Hoaxes and Chain Letters

The University of Akron



---

---

---

---

---

---

---

---

## Purpose and Cost

- Send to everyone
- Messages are untrue
- Appeal to sense of good will
- Cost:
  - Time to read
  - Stress placed on servers
- Spammers harvest email addresses from hoaxes and chain letters

The University of Akron



---

---

---

---

---

---

---

---

## Cost of Hoaxes and Chain Letters

Generation	1	2	3	4	5	6
No of Messages:	10	100	1,000	10,000	100,000	1,000,000

The University of Akron



---

---

---

---

---

---

---

---

## Examples

Subject: Gift Certificate from [Applebees](http://www.applebees.com)

My name is Bill Palmer, founder of Applebees. In an attempt to get our name out to more people in the rural communities where we are not currently located, we are offering a \$50 gift certificate to anyone who forwards this email to 9 of their friends. Just send this email to them and you will receive an email back with a confirmation number to claim your gift certificate.

Sincerely  
Bill Palmer  
Founder of Applebees

Visit us at: [www.applebees.com](http://www.applebees.com)

Hey guys,  
**DO NOT DELETE THIS EMAIL**  
It really works, I tried it and got my Gift certificate confirmation number in 3 minutes.

The University of Akron



April 1999

This letter claims that anti-perspirant causes breast cancer by plugging up the sweat glands under your arms. The message was debunked by the [American Cancer Society](http://www.AmericanCancerSociety.org).

**THIS IS IMPORTANT INFORMATION.....**  
From: Theodorica, Andrea  
Sent: Monday, April 26, 1999 12:11 PM  
To: ATLANTA OFFICE  
Subject: BREAST CANCER PREVENTION - not just for women  
Importance: High

I just got information from a health seminar that I would like to share. The leading cause of breast cancer is the use of anti-perspirant.

What?

Yes, **ANTI-PERSPIRANT**. Most of the products out there are an anti-perspirant/deodorant combination so go home and check your labels. Deodorant is fine, anti-perspirant is not. Here's why: The human body has a few areas that it uses to purge toxins: behind the knees, behind the ears, groin area, and armpits. The toxins are purged in the zone of perspiration. Anti-perspirant, as the name clearly indicates, prevents you from perspiring, thereby inhibiting the body from purging toxins from behind the armpits. These toxins do not just magically disappear. Instead, the body deposits them in the lymph nodes below the armpits since it cannot sweat them out. This causes a high concentration of toxins and leads to cell mutations! **W.H.O. - CANCER.**

Nearly all breast cancer tumors occur in the upper outside quadrant of the breast area. This is precisely where the lymph nodes are located. Additionally, men are less likely (but not completely exempt) to develop breast cancer prompted by anti-perspirant usage because most of the anti-perspirant product is caught in their hair and is not directly applied to the skin. Women who apply anti-perspirant right after shaving increase the risk further because shaving causes almost imperceptible nicks in the skin which give the chemicals entrance into the body from the armpit area.

**PLEASE pass this along to anyone you care about. Breast Cancer is becoming frighteningly common. This awareness may save lives. If you are skeptical about these findings, I urge you to do some research for yourself. You will arrive at the same conclusions, I assure you.**

Thank you.



## Identification

- "Send this to everyone you know"
- Technical language
- Credibility by association
- 3 Components
  - Hook – grab your interest
  - Threat – something terrible will happen
  - Request – Forward this to everyone
- No contact information or invalid contact information

The University of Akron



## Hoax/Chain Letter Prevention

- Do NOT forward the message
- Various sites used to check validity:
  - McAfee: <http://vil.nai.com/vil/hoaxes.aspx>
  - F-Secure: <http://www.f-secure.com/virus-info/hoax/>
  - Snopes: <http://www.snopes.com>
  - Hoaxbuster's: <http://hoaxbusters.ciac.org>

The University of Akron



---

---

---

---

---

---

---

---

## University Rule 3359-11-10

- Access and acceptable use of university computer and informational resources
- "Misuse of e-mail, such as, but not limited to:
  - Sending unsolicited e-mails to a large number of recipients, i.e. sending spam-mail or unwanted chain letters."
- <http://www.uakron.edu/ogc/rules/RulesbyNumber.php#policies>

The University of Akron



---

---

---

---

---

---

---

---

## Phishing

- Process by which someone obtains private information through deceptive or illicit means
  - Used to falsely assume another person's identity
- Online course available
  - **Faculty and staff** can enroll at: <https://www.uakron.edu/seminars/index.php>
  - **Students** can log in to ZipLine and find the course listed on the "My Page" tab – under **CyberSecurity Information**

The University of Akron



---

---

---

---

---

---

---

---

# Listservs and Discussion Groups



The University of Akron



---

---

---

---

---

---

---

---

## Guidelines

- Double-check the To: when replying
  - Don't send your response to the entire listserv
  - Start a new email and type the recipient's name
- Don't air your grievances on a list
  - Avoid personal attacks
  - Be professional
- "Lurk" if you are new to a list
  - Read posts without responding
  - Learn what the group discusses, how it talks, expected behavior

The University of Akron



---

---

---

---

---

---

---

---

## Summary

- Email is a valuable communication tool
- Sometimes – it is NOT the best or most appropriate method of communication
- Follow the basic guidelines presented to improve the quality of your communications

The University of Akron



---

---

---

---

---

---

---

---

## Questions?

- Email: [PSTrain@uakron.edu](mailto:PSTrain@uakron.edu)
- Phone: 330.972.6391
- Web site:
  - <http://www.uakron.edu/its/learning/training/index.php>

The University of Akron



---

---

---

---

---

---

---

---

## Record Course Completion

- Click the following link to have this course added to your training record:

<http://survey.uakron.edu:2929/2wV3GFE/Link.html>

**NOTE: Failure to click the link and complete the necessary information will result in your course completion being unrecorded!**

The University of Akron

---

---

---

---

---

---

---

---