

# Netiquette E-mail Tips & Tricks

Sunland Village East  
Computer Club  
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# When did it begin?

- By Ray Tomlinson (April 23, 1941 – March 5, 2016)
- Worked for the US government – ARPANET the future Internet
- He sent it to himself
- Some early email systems required the author and the recipient to both be online at the same time, in common with instant messaging.

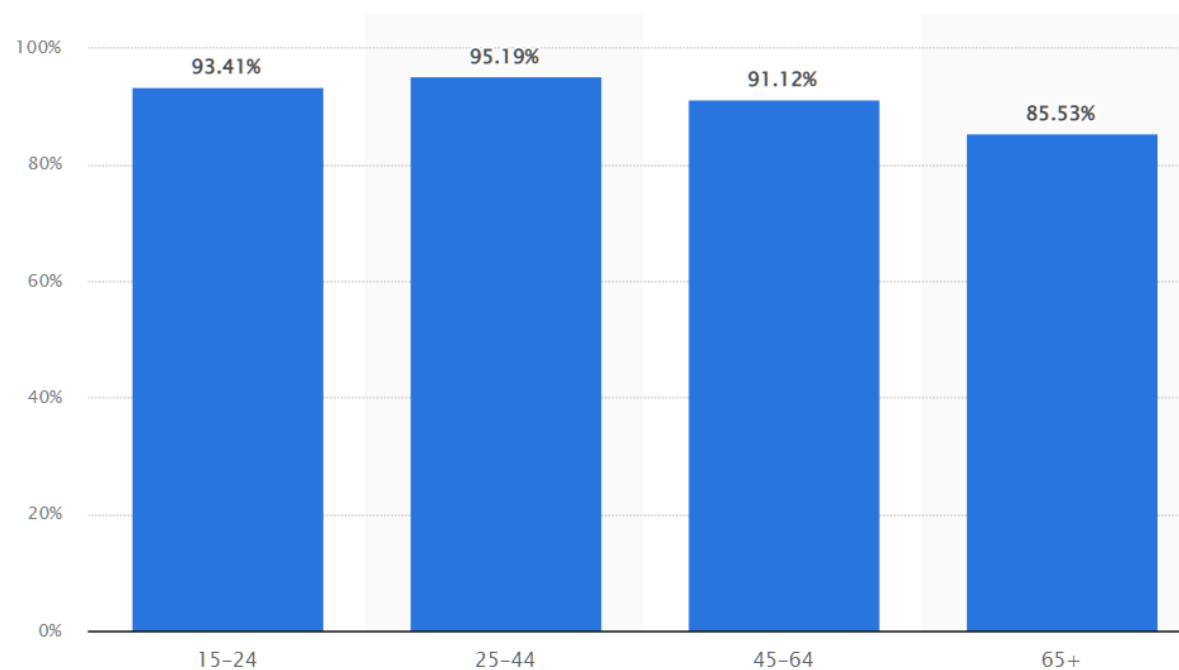


# When did it begin?

- Limited use in the 1960s
- By mid-1970s had taken the form now recognized as email
- Early 1990s - 1995
- First major commercial Internet Service Providers (AOL, Prodigy, and CompuServe)
- Popular webmail services (such as Hotmail) started in 1996/97

# Where is it now?

- By the end of 1996, one in ten Americans was on the Internet
- 2022 % of United States Internet users





## How is it spelled?

- Microsoft and AP – e-mail
- Wikipedia – email or Email
- Yahoo – e-mail
- Merriam-Webster Dictionary – e-mail
- Experience Council – email
- e-mail = two words electronic and mail



# Why is email still popular?

- It works and is still highly relevant!
- It's easy to use, accessible and highly effective when sending messages to one or many.



# What is it?

- NOT private
- Can be forwarded
- Don't say anything you wouldn't want to see hung on your front door



# Oops Emails

- One of the officers convicted of beating Rodney King sent this email
- Oops. I haven't beaten anyone so bad in a long time
- Transcript of message was used at his trial





# Oops Emails

- Pillsbury assured employees that emails were private
- Employee was fired after sending an email calling his bosses “backstabbing .....
- Court held he had no reasonable expectation of privacy



# Netiquette Rules

- Keep it short
- Vague or nonexistent subject line
- ALL CAPS – SHOUTING
- All lowercase confusing
- Don't over punctuate!!!! ?????
- No punctuation makes it difficult to read



# Netiquette Rules

## **LONG EMAIL**

- Elevator summary
- Headings for major points
- Bullets / Numbers

# Netiquette Rules

## MAKE IT EASY TO READ

- Avoid too many emoticons
- Explain acronyms
- Keep slang at a minimum
- Humor / sarcasm
  - <grin> ☺



# Netiquette Rules

## **REPLY / REPLY ALL / FORWARD**

- Reply v. Reply All
- Start Reply at top of message
- Include previous message when replying
- Why are you forwarding
- Forward jokes to 200 e-mail addresses
  - Ask first



# Netiquette Rules

## **CHAIN EMAILS / HOAXES**

- DON'T forward
  - [www.snopes.com](http://www.snopes.com)
  - [www.hoax-slayer.com](http://www.hoax-slayer.com)
  - [www.hoaxbusters.org](http://www.hoaxbusters.org)



# Netiquette Rules

## ATTACHMENTS

- Not too large
- Mention attachment
- Gmail – will send link to a large attachment



# Netiquette Rules

## IMPORTANT

- Add attachments first
- Check spelling and grammar
- Send and it's gone – sleep on it, OR
- Draft / no addressee





# Netiquette Rules

## **BE COURTEOUS**

- Reply in same timeframe as phone call
- Don't overuse
  - High Priority
  - Important
  - Urgent
  - Read Receipt



# E-mail Content

## FORMATTING & LAYOUT

- Use bullet points
- Avoid fancy fonts and **different colored text**
- Spell check before sending
  - Grammarly
  - Microsoft's Editor (Edge)



# E-mail Content

## GREETING

## SIGNATURE & CLOSING

- In a reply, mimic the greeting that was sent to you
- Dear, Hi, Hello, etc. or nothing
- If to someone you don't know, remember business etiquette
  - Dear blah,



# E-mail Content

## **GREETING**

## **SIGNATURE & CLOSING**

- Always put your name at the bottom of message
  - Judy
  - Mom
  - Grammy



# E-mail Content

## **SIGNATURE LINE**

- Business, organization, etc.
- Title, as necessary
- Include name of organization
- Contact info
  - Phone number
  - Website address



# E-mail Content

## **SIGNATURE LINE**

- Tagline
- Unsubscribe information



# E-mail Content

*Name, Title*

*Your communication link with APCUG*

"Association of Personal Computer User Groups" (APCUG)

*An International Organization of Technology & Computer User  
Groups*

[www.apcug2.org](http://www.apcug2.org)

[www.facebook.com/APCUG](https://www.facebook.com/APCUG)

[www.twitter.com/apcug](https://www.twitter.com/apcug)

[www.youtube.com/apcugvideos](https://www.youtube.com/apcugvideos)



# E-mail Content

*APCUG is not a part of, nor a representative of any manufacturer, product, reseller, dealer, consultant, or business. The organization does not endorse any product, etc. As a member of APCUG, you have received this e-mail to inform you of updates, changes, or special news and information. We send e-mail messages only to announce such information. If you no longer want to receive these e-mails, please reply to the sender with Unsubscribe in the Subject line. Thank you for being a member of APCUG.*



# Why unsubscribe info?

- Can-Spam Act (2003) also applies to non-profit organizations
  - Provide an unsubscribe mechanism/link, which must be below the main message
  - Honor opt-out requests within 10 business days
  - Use accurate 'From' lines (i.e. don't pretend your email is coming from a fake address, or use a fake From name)



## Why unsubscribe info?

- Use relevant, non-misleading subject lines (i.e., the subject line must reflect the content of the message)
- Not send emails to ‘harvested’ addresses (i.e. emails you bought in a list or found online)



## Why unsubscribe info?

- If you have a form guests fill out at a meeting, have a checkbox that indicates they want to receive further information from your group
- OR
- Send them a thank you for attending message with the question....would you like to receive further information
- Checking the box or replying yes gives you permission to send further messages



# E-mail Content

**To: Cc: Bcc:**

**That is the question**

- To: One recipient
- Cc:
  - Others that need-to-know content
  - Be involved in the discussion
- Everyone sees all recipients



# E-mail Content

**To: Cc: Bcc:**

**That is the question**

- Bcc:
  - General announcement, newsletter....
  - Recipients only see their e-mail address
  - Look for Bcc: in your e-mail program



# E-mail Content

**To: Cc: Bcc:**

**That is the question**

- To: - Cc:
  - Addresses can be harvested and used for Spam messages
- Bcc: Private, not seen by hackers



# E-mail Content

## **Reply / Reply All**

### **That is another question**

- Tread carefully
- Does everyone need to know your answer
- Or only the sender



# Attachments

- Don't send too many attachment with one email
- Can recipient open the file?
- Save graphics as jpg (smallest size)
- Save documents, spreadsheets, presentations as PDF
- PDF – Portable Document Format
  - Anyone can open





# Attachments

## Be Courteous

- Send link to shared file
  - Google Docs
  - Google Photos
  - OneDrive
  - DropBox
  - Flickr
  - Snapfish....



# Forwarding

## **Be security conscious**

- Delete all addresses in a previously forwarded message
- Use Bcc: where appropriate



# Forwarding

## **Be security conscious**

- Receive a message with a gazillion forwards?
- Let your sender know about deleting addresses
- Hackers stealing addresses – phishing, spam....

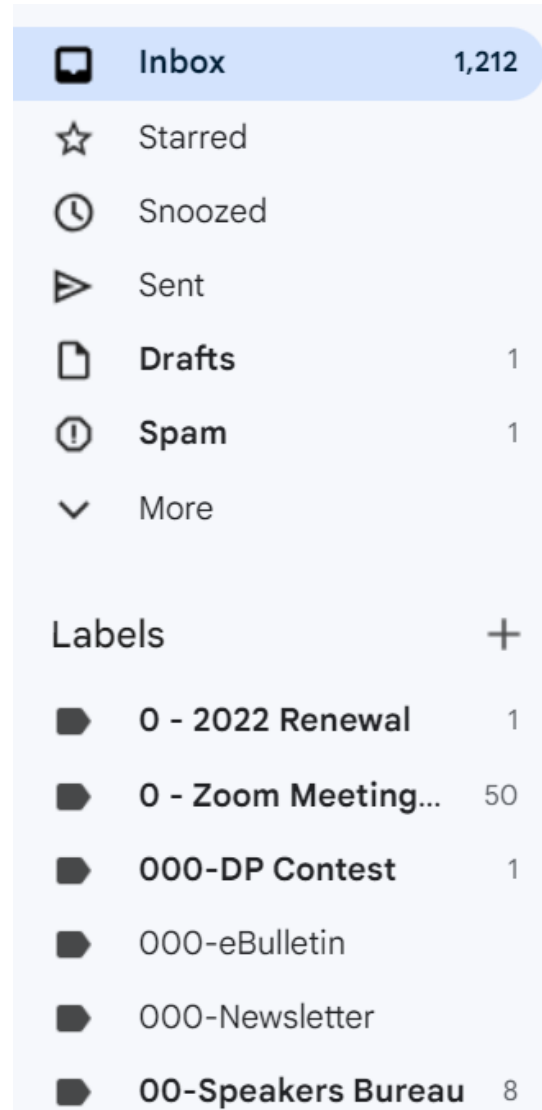


# Organize, Organize, Organize

## **Folders / Conversations**

- Don't keep everything in In Box
  - Not your kitchen junk drawer
- Create Folders / Labels
  - Think hard drive

# Organize, Organize, Organize





# Trash

## **Empty / Delete**

- It isn't a place to keep messages
- Probably be deleted after a certain amount of time
- Think..organize

# Spam

**Your Spam button is your friend – find it!**

- Use it when you receive an e-mail from an account you didn't subscribe to



1-4 of 4



Messages that have been in Spam more than 30 days will be automatically deleted. [Delete all spam messages now](#)

☆ > mich...@ecp-candidat...

Sales Enablement Professional Available NOW! - Sales Enablement Management in tr...

9:34 AM



# Spam

## **Your Spam button is your friend**

- DO NOT reply via their Unsubscribe option
- Hacker now knows your e-mail address is active
  - Gets more money when he sells it
- Spammers are some of world's most active e-mail senders





# Spam

## **Your Spam button is your fiend**

- Check your Spam folder for messages that might not be Spam
- Mark them Not Spam

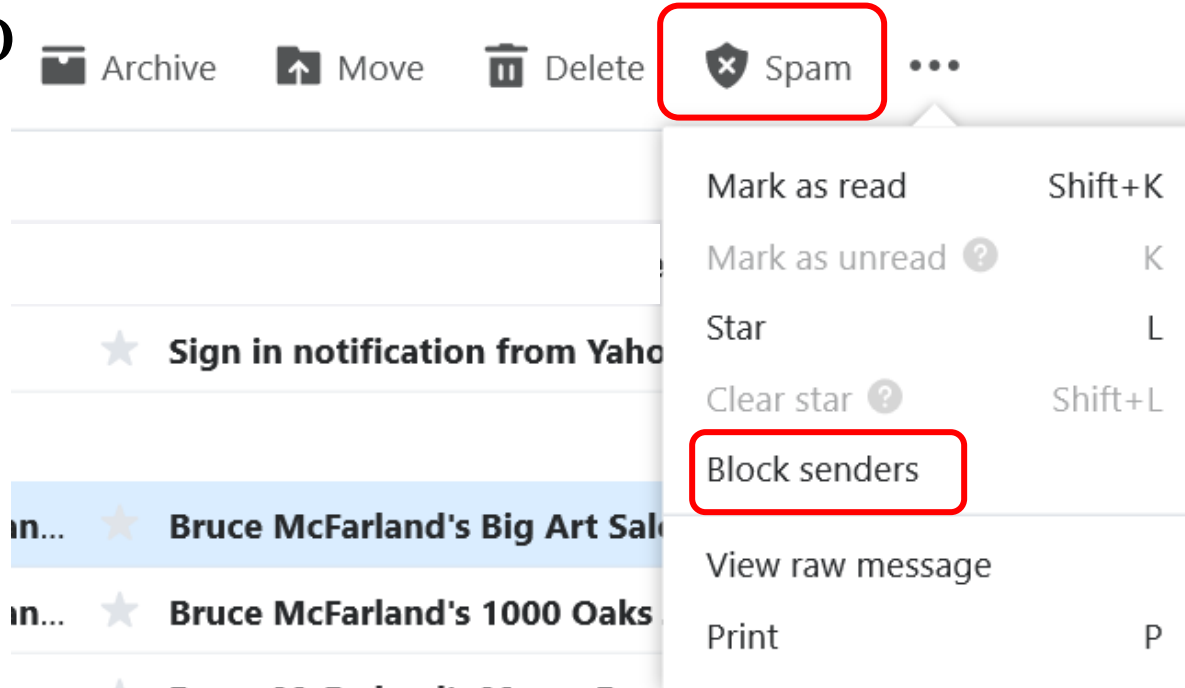
# Security

## SPAM Button

Gmail



Yahoo





# Want a new e-mail address?

- Tired of SnuggleKitten@?
- Got married? Got divorced?
- Getting too much spam?
- Create new address
- Forward to new In Box
- JudyTaylour@swcc.org forwarded to swcc@gmail.com



# Want a new e-mail address?

- OR
- Send an e-mail to your contacts letting them know you will be closing down this address in (however long) and your new e-mail address is blah.....
- From that date, only send from your new address



## Want a new e-mail address?

- Keep old account live for a couple of months to catch the people who are still sending to the old address
- Reply to the message with the reminder that you are closing the account



# Password Security

- **Don't use:**
  - Same password
  - Personal information
  - Words spelled backwards, common misspellings, abbreviations
  - Letters / Numbers in sequence

# Password Security

- **20 worst passwords**
- Are you using any of the top 20
  - #20 !@#\$%^&\*
  - #19 654321
  - #18 monkey
  - #17 123123
  - #16 football
  - #15 abc123
  - #14 666666
  - #13 welcome
  - #12 admin
  - #11 princess

# Password Security

- **20 worst passwords**

- #10 iloveyou

- #9 qwerty

- #8 sunshine

- #7 1234567

- #6 111111

- #5 12345

- #4 12345678

- #3 123456789

- #2 password

- #1 123456





# Password Security

- **Use:** Whole keyboard
- Letters, punctuation, symbols, numbers
- Upper / lowercase
- Minimum 10 characters
- Longer = more secure
  - 3080@8nhrbajp#



# Password Security

- Short passwords are bad
- Long passphrases are good
- #I LOVE to read Good Books!
- Spaces between words OK
- Add \_ between words



# Password Security

- To be more secure ...
- Use a password program
  - Let the program generate the unique passwords
- Use 2FA – Two Factor Authentication



# Closing

- How do you close your messages?
- Does a closing even matter?
- None, just your name
- Cheers
- Best
- Regards, Warm regards, Kindest regards, Best regards – which one to use
- Sincerely



# Closing

- Sending a message on behalf of your tech club?
- Your name
- Title
- Group name
- Group website
- Social media links
  
- Disclaimer

Emails that closed with a variation of thank you got significantly more responses than emails ending with other popular closings.

#### Most Popular Closings in Sample

1. Thanks
2. Regards
3. Cheers
4. Best regards
5. Thanks in advance
6. Thank you
7. Best
8. Kind regards

Email Closing	Response Rate
thanks in advance	65.7%
thanks	63.0%
thank you	57.9%
cheers	54.4%
kind regards	53.9%
regards	53.5%
best regards	52.9%
best	51.2%
<i>Baseline (all emails in sample)</i>	47.5%



Security & Privacy  
For Business

Products ▾

Who we are ▾

Resources & Support ▾

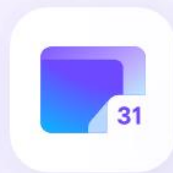
Sign in

Create a free account

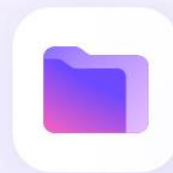
Proton is privacy by default  
Welcome to a better internet  
where **privacy and freedom**  
come first



Mail



Calendar



Drive



VPN



**Questions???**