A4TD Network to Work Presentation

Email Basics, Etiquette and Safety

December 2022

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To send email, you need:

- An email account through an email provider; an email address; and the email address of the recipient.

- The Email Provider / Host:
  - Does NOT need to be the same as your internet provider;
  - Your Internet Service Provider might be Comcast;
  - Yet, you might get *free* email online through "webmail", i.e. Gmail, Yahoo, Hotmail, Outlook, etc.

- Other email providers can be:
  - Companies (trainer@A4TD.org),
  - Schools (mary.smith@uvm.edu), and
  - Governments (mary.smith@state.vt.us)

2

Address Format:
- Username@Email provider

- Be sure there are no spaces!

Email addresses are always written in a standard format that includes a **username**, the @ (at) symbol, and the **email provider's domain**.

The **username** is the name you choose to identify yourself.

Merced Flores <merced.flores73@gmail.com>
to me
Hi Julia,
I'm absolutely available as a scientific consultant for...

The **email provider** is the website that hosts your email account.

Merced Flores <merced.flores73@gmail.com>
to me
Hi Julia,
I'm absolutely available as a scientific consultant for...

Some businesses and organizations use email addresses with their own website domain.

from: **Facebook** <security@facebookmail.com>

grace.ellington@gmail.com
username   at: email provider

bhubbard522@yahoo.com
Usernames often contain numbers and shortened versions of a name to prevent duplicates

will@gcflearnfree.org
Some businesses and organizations provide emails with their own website domain

3

Inbox

The **inbox** is where you'll view and manage **emails** you receive. Emails are listed with the name of the **sender**, the **subject** of the message, and the **date received**.

|		Sender	Subject	Date
☐ ☆ ▪		Facebook	Getting back onto Facebook	Jun 29
☐ ☆ ▪		Google	New sign-in from Samsung	Jun 28
☐ ☆ ▪		Olenna Mason	Hey girl!	Jun 24
☐ ☆ ▪		Grace Ellington	Volunteer Opportunity - I w	Jun 21
☐ ☆ ▪		Olenna Mason	Lakestone student art exhi	Jun 21

4

Message Format and Elements

- To; CC; BCC
- Subject
- Greeting
- Message
- Closing
- Name and contact information
- Send button
- Attachment / paper clip
- Trash
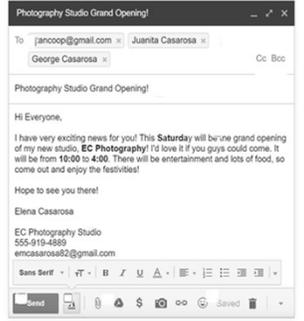
INCLUDE A GREETING
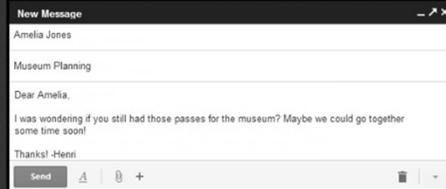
Just like a written letter, it's nice to add a greeting such as "Dear Amelia," and a closing line such as "Thanks," then your name.

6

BE CLEAR AND CONCISE

People are more likely to read an email if they know what it's about, so be sure to include a relevant subject line. Avoid long or rambling messages, but provide enough detail to make the email clear.
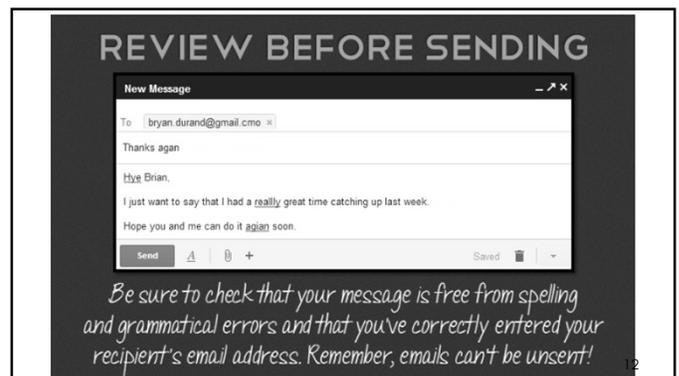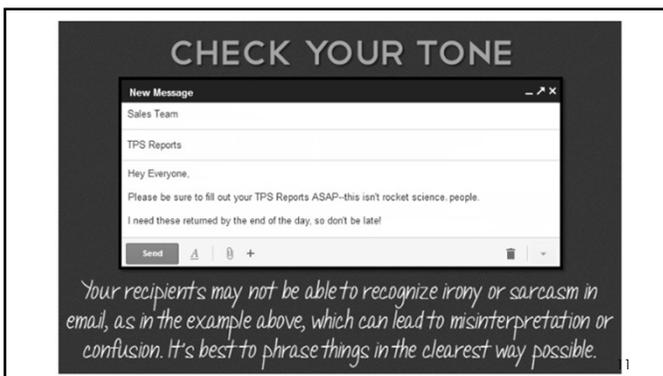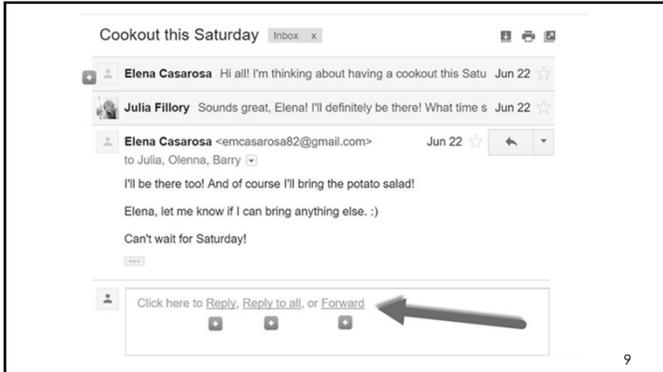
7

USE A SHORT SIGNATURE

Many people create elaborate signatures with lots of contact information. However, this can make it hard to know how you want to be contacted. Include only your preferred contact info.

8

Slide 9

Cookout this Saturday Inbox x

Elena Casarosa Hi all! I'm thinking about having a cookout this Satu Jun 22

Julia Fillory Sounds great, Elena! I'll definitely be there! What time s Jun 22

Elena Casarosa <emcasarosa82@gmail.com> Jun 22
to Julia, Olenna, Barry

I'll be there too! And of course I'll bring the potato salad!

Elena, let me know if I can bring anything else. :)

Can't wait for Saturday!

...

Click here to Reply, Reply to all, or Forward

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Slide 10

REPLY CAREFULLY

New Message

To Barry T. Hubbard ×

Cc Desmond Taylor × Bryan Durand × Amelia Jones × Grace Ellington × Elena Casarosa × Gregory Mays × flores.merced@yahoo.com × Bcc

RE: RE: Meeting on Thursday

I'll see you then, Barry.

Send

Double-check the Cc and Bcc fields when replying to a message. It's easy to include recipients by accident. In the example above, the email was meant for the original sender, but includes extra recipients.

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Slide 11

CHECK YOUR TONE

New Message

Sales Team

TPS Reports

Hey Everyone,

Please be sure to fill out your TPS Reports ASAP--this isn't rocket science, people.

I need these returned by the end of the day, so don't be late!

Send

Your recipients may not be able to recognize irony or sarcasm in email, as in the example above, which can lead to misinterpretation or confusion. It's best to phrase things in the clearest way possible.

11

Slide 12

REVIEW BEFORE SENDING

New Message

To bryan.durand@gmail.cmo ×

Thanks agan

Hye Brian,

I just want to say that I had a really great time catching up last week.

Hope you and me can do it agian soon.

Send Saved

Be sure to check that your message is free from spelling and grammatical errors and that you've correctly entered your recipient's email address. Remember, emails can't be unsent!

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CHECK YOUR RECIPIENTS

New Message

To: Barry T. Hubbard ×

Cc: Desmond Taylor × | Bryan Durand × | Amelia Jones × | Grace Ellington ×
Elena Casarosa × | Gregory Mays × | flores.merced@yahoo.com ×   Bcc

RE: RE: Meeting on Thursday

UGH, why does Barry always schedule these meetings at the last minute?

Send

Make sure your email is addressed to the right people, especially when sending a reply. In the example above, the message criticizes the original sender while accidentally including him as a recipient. 13

LIMIT TEXT FORMATTING

New Message

tim@solutioneering.net

Employment Application

Dear Tim,

I've **very excited** to submit my resume for consideration. As you can see, I'm a highly qualified candidate, likely much more so than other applicants you've had thus far.

Send

Your email service may have various text formatting options, but be aware that formatting can make your emails difficult to read. Excessive text formatting can also look unprofessional. 14

AVOID CAPS LOCK

New Message

info@wral.com

VIEWER COMPLAINT

DEAR SIR OR MADAM

I WISH TO VOICE MY COMPLAINTS OVER SEVERAL PROGRAMMING CHANGES THAT HAVE RECENTLY BEEN MADE TO YOUR NETWORK. FIRST OF ALL, I CAN'T PRETEND I'M PLEASED THAT JEOPARDY HAS BEEN MOVED FROM ITS ORIGINAL 7:00 PM TIME TO 7:30!!!!!!!!!!!!!
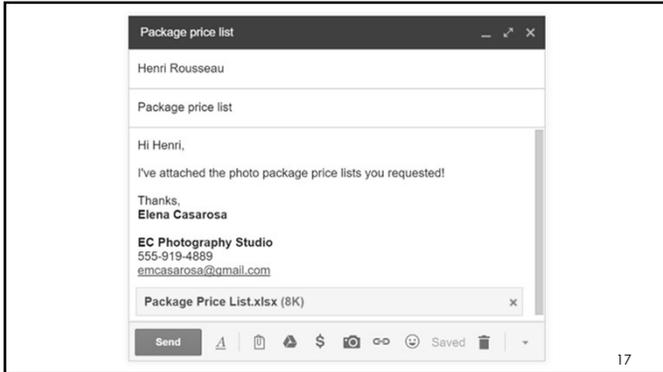
Send

Writing in all capitals is equivalent to shouting online. Your recipient may mistakenly think that you're angry or upset. Also, emails written in all caps are much more difficult to read. 15
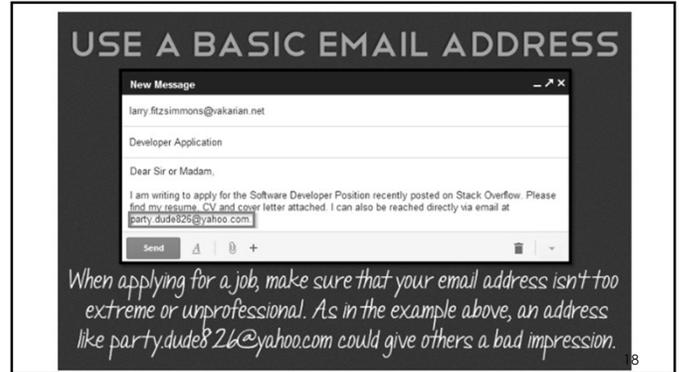
IGNORE CHAIN EMAILS

New Message

Amelia Jones, Barry T. Hubbard, Bryan Durand, Desmond Taylor, Grace Ellington

FWD: FWD: FWD: READ THIS RIGHT AWAY! PLEASE FORWARD!!!!

This has some deep meaning hidden between the lines for all of us and all that you have meant to me... some ONE is looking out for us...if I didn't believe that....we wouldn't still be friends......
READ ALONE - READ ALL OF IT
CASE 1: Kelly Seedy had one wish, for her boyfriend of three years, David Marsden, to propose to her. Then one day when she was out to lunch, David proposed! She accepted. But she then

Send

Chain emails can spread quickly because they are forwarded to lots of people, who then forward them to others, and so on. Many are hoaxes, and even those that aren't may annoy your recipients. 16

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Package price list

Henri Rousseau

Package price list

Hi Henri,

I've attached the photo package price lists you requested!

Thanks,
Elena Casarosa

EC Photography Studio
555-919-4889
emcasarosa@gmail.com

Package Price List.xlsx (8K)

Send   Saved

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Slide 18

USE A BASIC EMAIL ADDRESS

New Message

larry.fitzsimmons@vakarian.net

Developer Application

Dear Sir or Madam,

I am writing to apply for the Software Developer Position recently posted on Stack Overflow. Please find my resume, CV and cover letter attached. I can also be reached directly via email at party.dude826@yahoo.com.

Send

When applying for a job, make sure that your email address isn't too extreme or unprofessional. As in the example above, an address like party.dude826@yahoo.com could give others a bad impression.

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Slide 19

BE COURTEOUS AND POLITE

New Message

pcaulderon@aomame.org

RE: Interview on Moday

Sup Mr. P?

Just wanted to say thanks again for the interview on Monday--the office was super chill and I think I'd love working there. Anyhow, shoot me an email when you make your decision, k?

Send

While emails are less formal than written letters, using informal language can seem very unprofessional, as in the example above.

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Slide 20

Setting the Tone: Formal vs Casual

	Formal	Casual
Audience	Business and work colleagues	Family, Friends, and Familiar Coworkers
Greeting and Sign-Off	Dear Mr/Mrs Jones; Warm Regards	Hi John!; Cheers
Abbreviations and Word Choice	Thank you for your time and consideration, I look forward to hearing back from you.	Thanks! Looking forward to it, talk to you soon! :)
Use of Contractions	I will be able to attend the conference this year. I am looking forward to meeting with you again.	I'll be there, can't wait to see you!

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Here's an example...

An applicant is emailing a recruiter she's never met. The formal greeting and language she uses give her email a more professional tone.

> **Job Post Inquiry** _ ⤢ ×
>
> r.york@ria.com
>
> Job Post Inquiry
>
> Good morning Mr. York,
>
> I am writing to inquire about a newly posted position on R.I. America's employment page.

Similarly, you want to make sure you're closing your email in a way that matches the greeting of your email. Ending an email with simply **Thanks!** may sound friendly, but it can come off as too familiar and casual. For more formal emails, your best bet is to close with something like **Thank you very much** or **Best regards** to maintain a professional tone.

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On Wednesday, March 11, 2015 9:07 AM, Mason Krengrappe <m.krengrappe@yahoo.com> wrote:

Hi John,

Just wanted to touch base about the presentation tomorrow. Let's go ahead and meet at 3pm.

- Mason

> ↰ ▾ To Mason Krengrappe (m.krengrappe@yahoo.com) ×
>
> Hi Mason,
> Sounds great! See you tomorrow at 3.
>
> John
>
> **Send** A 📎 ☁ $ 🖼 ∞ ☺

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BE CAUTIOUS AND DISCREET

> **New Message** _ ⤢ ×
>
> kate@lakestone.edu
>
> Today's Meeting
>
> Hey Kate,
>
> Didn't you think that today's meeting was pointless? I don't know why we even have to bother with this material anymore. If it were up to me, I'd prefer just to call in "sick" rather than deal with this again. LOL
>
> **Send** A 📎 +   🗑 ▾
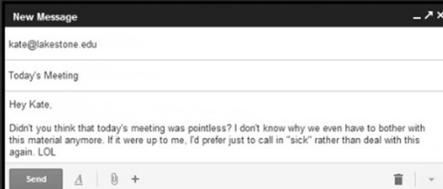
Keep in mind that your company may read your email. As in the example above, you should never send anything derogatory or offensive about your coworkers or your workplace.

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From: "Bank of America" customerservice@bankofamercan.com
To: "Jane Smith" jane-smith12@gmail.com
Date: Wed, May 26, 2010
Subject: Fraud Alert – Action Required

Bank of America

Dear Customer,

At Bank of America, your satisfaction is our number one priority. We have recently added an Advanced Online Security option for our customers with online accounts. It is urgent that you go to our website and add Advanced Online Security to your account. Click on the following and update your information www.bankofamerica.com.

If you do not take these steps, in order to protect you, we will put a hold on your account, and you will be required to visit your local branch to verify your identity.

Thank you for helping us to make Bank of America the safest bank on the internet.

If you are receiving this message and you are not enrolled in online banking, sign up now. New online members will automatically be enrolled in the Advanced Online Security program.

Sincerely,

Bank of America Online Security Department

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From: "Bank of America" customerservice@bankofamercan.com
To: "Jane Smith" jane-smith12@gmail.com
Date: Wed, May 26, 2010
Subject: Fraud Alert – Action Required

Bank of America

Dear Customer,

At Bank of America, your satisfaction is our number one priority. V
Advanced Online Security option for our customers with online acc
our website and add Advanced Online Security to your account. Cli
your information www.bankofamerica.com.

Similar Addresses

Scammers often create websites and email addresses that use **slight variations** of the real address. If you look closely at this address, you'll notice that it's actually from bankofamer**can**.com.

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Bank of America

Dear Customer,

At Bank of America, your satisfaction is
Advanced Online Security option for our
our website and add Advanced Online Se
your information www.bankofamerica.cc

If you do not take these steps, in order to
will be required to visit your local branch

Logo Fraud

It's easy to make a **copy** of any logo. This one looks identical to Bank of America's official logo, but it doesn't make it any more authentic.
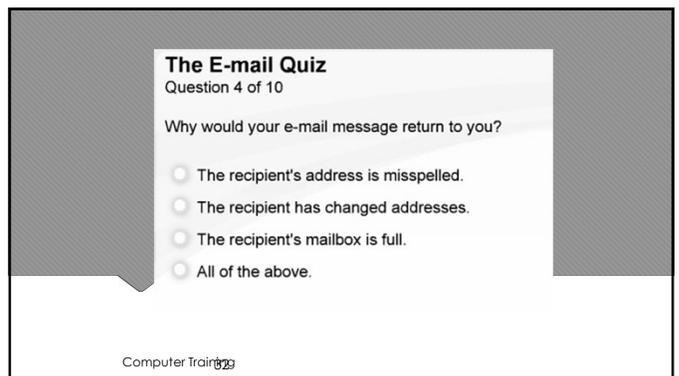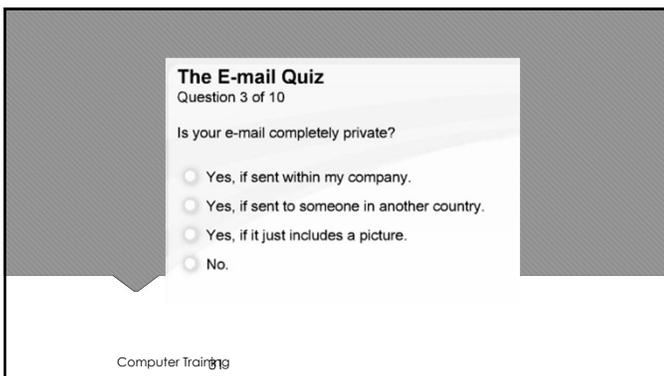
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At Bank of America, your satisfaction is our number one priority. We have recently ad
Advanced Online Security option for our customers with online accounts. It is urgent t
our website and add Advanced Online Security to your account. Click on the following
your information www.bankofamerica.com.

If you do not take these steps, in order to prot
will be required to visit your local branch to v

Thank you for helping us to make Bank of Ar

If you are receiving this message and you are
online members will automatically be enrolled

Sincerely,

Bank of America Online Security Department

Misleading Link

Just because this link says **www.bankofamerica.com** doesn't mean that's where it will go. We recommend not following links from this type of email. Instead, **type the web address into the**

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Bank of America

Dear Customer,

At Bank of America, your s
Advanced Online Security o
our website and add Advanc
your information www.bank

If you do not take these step
will be required to visit your

Sense of Urgency

Phishing scams often suggest that **failure to respond immediately** will result in negative consequences, like a freeze on your bank account.

28

Slow computer? ☒

⚠ **Fix PC Errors!**

Check for errors that are causing your PC to run slow.

Fix All Errors in a Click

| Download | Scan now |

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Email Quiz

? ? ? ? ?

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The E-mail Quiz
Question 3 of 10

Is your e-mail completely private?

○ Yes, if sent within my company.
○ Yes, if sent to someone in another country.
○ Yes, if it just includes a picture.
○ No.

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The E-mail Quiz
Question 4 of 10

Why would your e-mail message return to you?

○ The recipient's address is misspelled.
○ The recipient has changed addresses.
○ The recipient's mailbox is full.
○ All of the above.

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The E-mail Quiz
Question 5 of 10

What kind of digital files can you attach to your e-mail?

○ Music
○ Documents
○ Photos
○ All of the above.

Computer Training

The E-mail Quiz
Question 6 of 10

Which of these is a valid e-mail address?

○ professor@learnthenet
○ professor.learnthenet.com
○ professor@learnthenet@com
○ professor@learnthenet.com

Computer Training

The E-mail Quiz
Question 7 of 10

Why are e-mail attachments potentially dangerous?

○ They may contain viruses
○ They can cost you money.
○ They can overload your hard drive
○ None of the above.

Computer Training

The E-mail Quiz
Question 8 of 10

How can you prevent spam?

○ Don't save messages older than a week.
○ Don't use your e-mail address at work
○ Don't register with websites.
○ Don't reply to spam messages you receive.

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The E-mail Quiz
Question 9 of 10

E-mail etiquette requires that you...

- ...write your messages in all capital letters.
- ...send it anonymously.
- ...keep your messages short.
- ...leave the Subject line blank.

Computer Training

The E-mail Quiz
Question 10 of 10

What is a good use of e-mail

- To forward a message from a friend.
- To send the same message to many people.
- To contact someone without disturbing them.
- All of the above.

Computer Training

"That's all folks!"

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o Credit: Slides and content from the Good Will Community Foundation's *"Email Basics Tutorial"*, https://edu.gcfglobal.org/en/email101/

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