

CHAPTER 1

INFocus

EMAIL CONCEPTS

Email provides a great way of communicating with friends, colleagues, business associates and the like. But with email comes certain responsibilities such as knowing how to protect yourself and others from viruses, understanding etiquette, dealing with spam and more.

In this session you will:

- ✓ gain an understanding of how email works
- ✓ gain an understanding of email addresses
- ✓ gain an understanding of the benefits of email
- ✓ gain an understanding of general email etiquette
- ✓ gain an understanding of emails and viruses
- ✓ gain an understanding of digital signatures.

HOW EMAIL WORKS

Email is short for electronic mail and refers to a message that is sent from one computer to another. The computers may be in the same building and linked via a local network, or they

may be located some distance apart and connected via the internet. Here we'll look at the main components of an email system that facilitate the sending and receiving of emails.

Email Client

To send email from your computer you will need an email application (which is also known as an **email client**). The email client allows you to compose and send emails to other people, and to receive, read and delete emails.

The email client could be standalone and installed on your computer (like Microsoft Outlook which is supplied with Microsoft Office) or it could be web-based (such as Gmail, Hotmail etc).

Email Server

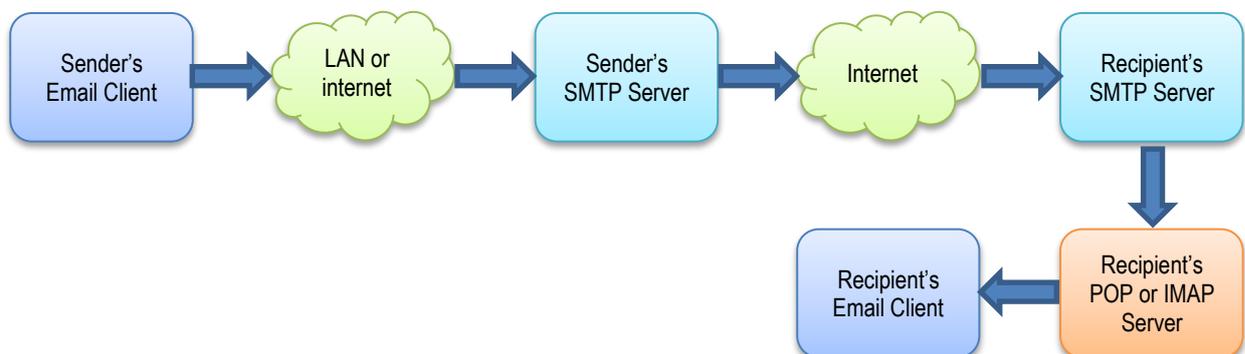
While an email client takes care of the business of writing and reading emails, it is the job of an **email server** to ensure that email is dispatched to the correct location and recipients.

The email server takes the emails that you have created and sends them through the appropriate electronic pathways to the intended recipients. It also collects email messages that people are sending to you and it then delivers these emails to the email client on your computer.

If you send email messages to people in your company, these messages will generally only pass through one email server – the one that looks after the internal email in your business. This will most likely be something like Microsoft Exchange Server. When you send an email to a colleague within your company, that email is sent to the server and the server then passes it to the email client on your colleague's computer – this is done in an instant.

When you send email via the internet, however, the business of email servers becomes more complicated. Generally, it is your Internet Service Provider (ISP) who handles your internet email, and, given the volume of mail they handle, they will have quite a few computers to do this. With internet email there are separate servers that handle outgoing email (email that you are sending) and incoming email (email that someone is sending to you). Outgoing email is handled by an SMTP server (SMTP stands for Simple Mail Transfer Protocol), while incoming email is handled by a POP server (POP stands for Post Office Protocol) or IMAP server (IMAP stands for Internet Message Access Protocol).

To be able to send and receive emails via the internet, computers need to be connected to both an SMTP and POP/IMAP server. Therefore, when you send an email to someone via the internet, it leaves your email client and goes to your ISP's SMTP server. From here it is sent to the destination SMTP server which collects the email and places it in the appropriate location so that it is accessible to the recipient's email client through POP or IMAP services. The recipient's POP/IMAP server then passes it to the recipient's email client. A summary of this process is shown below.



Email Account

To use an email server you will need to have an email account. An email account is normally made up of two components: a user name which identifies you to other people and the system, and a password which ensures that other people can't access your mail.

With a proper user name (sometimes known as a user ID) and a password, your computer can connect to an email server.

EMAIL ADDRESSES

Just as your street address identifies where you live, you'll need to have an email address so that other people can send emails to you. Unlike street addresses, however, email addresses

comprise only a single line of characters. And the characters, once you understand what they mean, can tell you a great deal about the owner of the email address.

Identifying Email Addresses

An **email address** is a unique address on the internet that allows people to send email messages to you.

An email address is written using the following format:

username@domainname.topleveldomain.country

An example of an email address might be:

jane@watsoniapublishing.com.au

The @ symbol in the middle of the address is known as an **at** symbol. If read aloud, the sample email address above would be spoken as 'jane at watsonia publishing dot com dot au'.

Note that email addresses are not case sensitive. But, in most locations the standard convention is to write email addresses in lowercase.

The User Name

The **user name** is used to identify the name of the owner of the email address. It is usually descriptive and pretty close to the actual name of the person. It could be just the first name, just the last name, both first and last names, first name plus the first letter of the person's last name, and so on. For example, Jane Smith may appear as: 'jane', 'smith', 'janesmith', 'janes', 'jsmith' and so on.

While there are no rules governing how the user name should appear, some workplaces have established a particular style that they want you to use. Your system administrator at work will probably set up your email address for you following company practice.

The Domain Name

The **domain name** helps the internet identify the location of the email server that is hosting the email account. Sometimes, the domain name reflects the name of the Internet Service Provider (e.g. janes@bigpond.com) and other times it might be the name of your workplace (e.g. jane@watsoniapublishing.com).

The Top Level Domain

The **top level domain** normally consists of three letters and identifies the type of organisation associated with the host's name. Examples of common top level domains include:

| | |
|-------------|--|
| .com | private or public company |
| .gov | government department or organisation |
| .edu | educational institution |
| .net | networks usually reserved for Internet Service Providers |
| .org | non-commercial organisations |

The Country Identifier

Email addresses outside the United States are usually identified with an additional two letters at the end. Some of the more common ones are **au** for Australia, **uk** for United Kingdom, **nz** for New Zealand, **de** for Germany, **fr** for France, and so on.

THE BENEFITS OF EMAIL

There is little doubt that email has provided the greatest communication revolution since the invention of the printing press. With many people email has all but replaced the use of regular mail,

and billions of messages are sent every day. Email presents enormous benefits and advantages over traditional mail. Some of these are presented below.

It's Fast

With emails you can send a message to someone on the other side of the world literally within seconds. It is possible, therefore, to have an email 'conversation' where you are sending short messages back and forth with someone next door, in the next state or territory, or even on another continent.

It's Cheap

The cost of sending an email is normally made up of the time you spend online to compose and send it which means that it is usually much less than the cost of postage or sending it by fax.

It's Convenient

With email you can conveniently communicate with people who are either in different time zones or who work and live differently to you. For example, you might send a letter to Auntie Flo at the time you work best (around 11:30 pm at night) knowing full well that Auntie Flo, who normally retires by 8:00 pm, will be able to log onto her computer first thing in the morning to read your message. Or you might communicate with someone in a different country and even though it is past midnight in that country, you know that the recipient will open and read your message when they log onto their computer at the start of their work day.

Email also prevents the game of telephone tag – where you ring someone but they are unavailable, and they ring you back when you are unavailable, so you return their call and they are again unavailable, and so on. With email you compose and send your message when it is convenient for you. Your recipient will open, read and respond to your message when it is convenient for them.

Most busy people hate to get interrupted by phone calls but they will regularly make time to access and read their email. So with email it is much easier to get in touch with busy people.

You can also use email from a number of places. For example, let's say you're on a world trip. You can pop into an internet café almost anywhere in the world and use one of the web-based email services to send an email home to your family and friends. You don't need to worry about stamps, local postage rates, or any of the other issues associated with mailing from another place.

It Provides A Record

Since outgoing messages are kept in the **Sent** box you'll always have a record of interactions with people with whom you have communicated.

It Provides Access

Email is providing access to almost anyone in the world. In theory it is possible to send an email to the President of the United States, your favourite movie star or football player, even Father Christmas. However, there is no guarantee that they will open and read your email.

It's Educational

Email is a form of communication that uses the written word. In these times of television saturation there is evidence to suggest that email is bringing people back to writing and is thus increasing the levels of literacy in the community. The argument here is that email has brought back the art of letter writing, even if it is often in a more abbreviated form.

EMAIL ETIQUETTE

When you write and send an email there is a chance that it will live forever – a sobering thought when you sit down and really think about it. Therefore you should adopt courteous and

polite habits when writing email messages. Quite a few guidelines have now been developed to help you be a good email citizen and some of these are listed below.

Short Is Sweet

Reading text on the screen is harder and (arguably) more hazardous than reading text on paper. Keep your emails short and to the point to keep the recipients happy (especially the busy ones!).

Bad Spellers Look Incompetent

When you have composed your message spend a bit more time using the spell checker to check the spelling. Then re-read the message and ensure that the spell checker has done its job. You'd be amazed at how many online resumes have been sent straight to the **Deleted Items** folder because of bad spelling!

Make The Subject Line Meaningful

There's nothing more frustrating than receiving a message with a subject that contains 'Hi'. What does this mean? Is it going to waste my time? Always put meaningful text in the subject line of a message, such as 'How about lunch today?', 'Sales Figures for June', and so on.

Watch What You Say

When we physically talk to someone we use different communication methods to determine exactly what is being said. For example, we hear what words are said, we listen for inflections in the voice and we see what people are doing with their eyes. In an email you can only read what has been written – how do you know if the message is serious or written in jest? When you compose an email, don't try to be smart or clever or you may find that your reader misinterprets what you are saying.

Avoid Flaming

Flaming is the act of telling somebody off using an email – and it should NEVER be done. If you have a gripe with someone, contact them over the phone or face to face, but never through an email. The big danger with email is that it can be read over and over again. If you use email to dress down someone they will read it once, then again, and again until they become enraged. And then they may flame you with an equally or even more vitriolic email.

Don't SHOUT

In email shouting is done by using capital letters – and it has become almost as obnoxious to receive an email written in capital letters as it has for someone to come up and shout in your ear. Don't use capital letters (except in the proper literary way for sentence starts, names, and the like) unless you specifically mean to shout something and be offensive.

Check The Attachments You Send For Viruses

Always scan documents for viruses before sending them as attachments. Imagine how you'd feel if the potential customer you are trying to woo rings you and says the email you sent had a virus. It would be more professional to be able to reply, "That's strange as I carefully checked and scanned the attachment(s) for viruses before I sent it. Are you sure the virus was from my email?"

Protect The Privacy of Others

When you want to send an email to a group of people you enter their email addresses either in the **To** or the **Cc** fields. There can be two problems with this: firstly, all recipients know exactly who else received the message, and secondly, the email address of each recipient may be visible to all of the other recipients. If you are sending a message to many people and it is not necessary for the recipients to know who else received the message, put their addresses in the **Bcc** field and put your own address in the **To** field – Outlook needs to have at least one address in the **To** field.

EMAILS AND VIRUSES

A virus is a computer program transmitted (usually) via the internet that infects computers with the intent of causing some mischief or mayhem. Computer viruses can be a nightmare.

Some can delete all information on a hard drive, others can tie up traffic on a computer network, while others can replicate and send themselves to other computers using your contacts.

Types of Viruses

There are many types of viruses, the most common being: **boot sector viruses** that infect the start-up program of your computer, **program viruses** that infect software programs on your computer, and **macro viruses** that infect macro programs written in Microsoft Word or Microsoft Excel. Within these types there are two broad categories: **Trojans**, which appear hidden and perform their nasty deeds without you noticing; and **Worms** which remain invisible, consume the resources on your computer, and appear only as your computer begins to slow down and choke up.

How Do You Get A Virus?

At the present time there are several ways that a virus can get itself onto your computer:

1. From a software program that you download from a website. The software program (usually from a dubious source) will contain the virus that will infect your computer when the software is run.
2. From an email containing an attachment (this may be a program or a document with a macro virus) which has been designed to automatically start as soon as you double-click on the attachment to open it.
3. From an email containing corrupted web links that enable a virus to download onto your computer when you click on the link.

Note, however, that some email viruses will launch without even being opened – they will launch when you view the infected message in the preview pane of your email software!

How Do You Prevent Viruses From Infecting Your Computer?

The best way to protect your computer is by not having it connected to the internet or any form of network. However, this is obviously impractical in this day and age. Instead, you should follow some basic rules to minimise your risk of being infected.

- Install, use and constantly update a good anti-virus software application on your computer, such as Nortons, Symantec and so on. Set up the anti-virus software so that it runs in memory – this ensures that it is vigilantly and constantly checking incoming files for possible dangers and threats.
- Install a firewall – this is special software that protects your computer from unwarranted entry from the internet. Your company may already have a firewall set up.
- *Never* click on links in emails from people you don't know, just delete these messages immediately. If you want to check whether the web address in a link is valid, manually type it into the address bar in a browser.
- Because hackers can readily raid email contact lists, carefully read emails from friends. If an email appears suspicious, don't click on any links or download any files. Delete it and ring your friend. If it was valid, they can re-send you the email.
- *Always* use the anti-virus software to scan email attachments and NEVER open an attachment until it has been scanned and cleared.
- *Never* download software from dubious sources, such as screensavers, icons, freeware and so on.

Note: With the sophistication of hackers and virus writers increasing daily, ensure that you check all of your incoming email very carefully!

DIGITAL SIGNATURES

While email and the internet provide a cheap, convenient and very fast way of transmitting information, they are relatively easily accessed. One way to ensure that emails you send and

receive are secure is to use **digital signatures**. Digital signatures help to validate your identity and they can be used to sign important documents electronically.

About Digital Signatures And Digital IDs

Because some hackers send out email messages that appear to come from other people, it has become important for people to verify that their incoming messages have actually come from known colleagues, clients or friends.

By using a **digital signature** you can prove to the recipient that the content of the message was signed by you and not an imposter, and that the contents have not been altered in transit. Unlike a handwritten signature, a digital signature is hard to fake because it contains encrypted information that is unique to the signer and which is easily verified. When the recipient opens the message, the digital signature is validated and an icon will appear in the **Signed by** status line in the message header indicating the status of the signature –  shows that the signature is valid while  reveals that the signature is invalid.

Before you can send an email message containing a digital signature, you must first obtain a **digital ID**. Outlook enables you to do this from the **Trust Centre** (select **File > Options > Trust Centre** and then click on **[Trust Centre Settings]** and **E-mail Security**). From the **Trust Centre**, you can either import an existing digital ID from elsewhere (your employer may obtain one for you if you work in a large organisation) or you can obtain one from a third-party provider.

Digital IDs operate using a pair of keys: a **public key** and a **private key** – a key here is a bit like a pin number for a bank account. These keys are used for encrypting and decrypting data. If you use your digital signature to encrypt a message, you will need to export to the recipient a **certificate** that contains your public key (so that the recipient can add it to their address book and then Outlook can use this key to unravel or decrypt the information in the message) plus other information that the recipient's computer will need to validate your digital signature.

Adding a digital signature slows down the process of sending a message somewhat because your computer has to check with the computer that issued your digital ID to verify your signature. But because Outlook checks your digital ID, your recipient can be sure that your message came from you – which of course is the whole point of digital signatures.

GETTING STARTED WITH OUTLOOK

Microsoft Outlook 2013 is a time and information management program that helps you to manage your day-to-day tasks and information quickly and effectively.

This chapter covers some of the basic principles and navigation methods to help you get up and running with Outlook 2013 as quickly as possible.

In this session you will:

- ✓ gain an understanding of what **Outlook** is used for
- ✓ learn how to start **Outlook**
- ✓ gain an understanding of the common **Outlook** screen elements
- ✓ learn how to use the ribbon
- ✓ learn how to use the keytip badges on the ribbon
- ✓ learn how to show and collapse the ribbon
- ✓ gain an understanding of **Backstage View** in **Outlook**
- ✓ learn how to access the **Backstage**
- ✓ gain an understanding of the **Quick Access Toolbar**
- ✓ learn how to add commands to the **Quick Access Toolbar**
- ✓ learn how to navigate to specific features of **Outlook**
- ✓ learn how to use **Peeks**
- ✓ learn how to work with the **Folder Pane**
- ✓ learn how to work with the **To-Do Bar**
- ✓ gain an understanding of the **Mail** screen
- ✓ gain an understanding of the **Calendar** screen
- ✓ gain an understanding of the **People** screen
- ✓ gain an understanding of the **Tasks** screen
- ✓ gain an understanding of the **Notes** screen
- ✓ gain an understanding of the **Outlook Today** screen
- ✓ learn how to close **Outlook**.

UNDERSTANDING OUTLOOK 2013

Microsoft Outlook is designed to help you manage the way that you organise the day-to-day aspects of your business and personal life and the way that you interact with other computer

users. You can use Outlook to communicate with others, to keep track of your appointments and meetings, and to manage the contact details of individuals or businesses.

Key Features of Outlook 2013

Microsoft Outlook is both a **personal information manager** and **electronic messaging system** rolled into one. Outlook can be used to keep track of your diary, hold the contact details of your customers, suppliers and associates, schedule meetings, send messages, and generally keep track of things you have to do.

To do this, Outlook provides you with four main tools. These are **Mail**, **Calendar**, **Contacts** and **Tasks**. These tools work together, as well as independently, to provide you with a useful package known as **Microsoft Office Outlook 2013**.

- | | |
|-----------------|--|
| Mail | The Mail feature allows you to manage electronic mail. You use this aspect of Outlook to send messages and to receive them from others. These messages can either be ones sent from within your own organisation (internal email) or externally using the internet. |
| Calendar | The Calendar feature provides you with an electronic diary which can also be used to schedule and plan meetings with other people connected to your computer system or over the internet. |
| Contacts | The Contacts feature allows you to manage business and personal contacts by recording the names, addresses, telephone numbers, and email details of people such as colleagues, customers, suppliers, friends, relatives, and the like. |
| Tasks | The Tasks feature provides you with a To-Do list. You can also use it to prioritise tasks and to delegate them to others and track how many of them have been completed. |

How Outlook Is Used

Outlook can be opened and used as required, or it can be left open and operating behind the scenes while you are working with other applications. Generally, it is left open so that new mail and invitations can be received at any time. Outlook can then notify you even if you are working with another application.

Since it is designed to allow you to communicate with other people, Outlook will operate on both your network and internet connections.

STARTING OUTLOOK IN WINDOWS 8

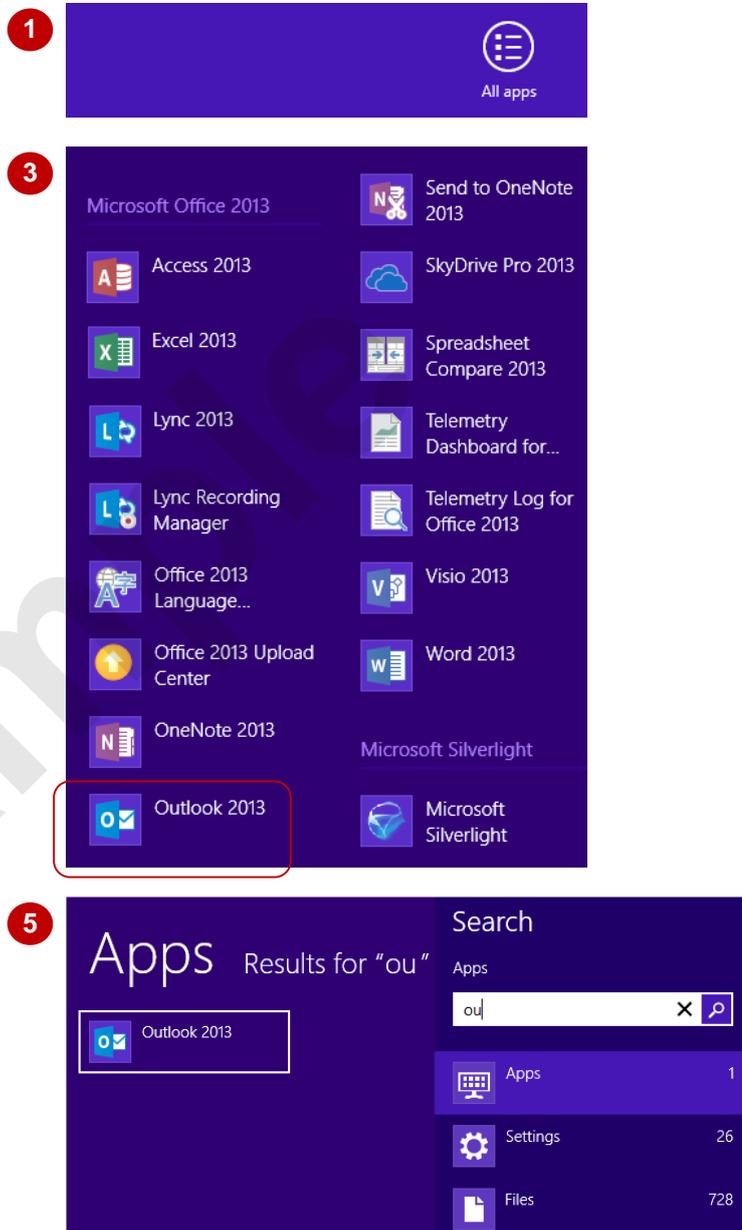
To send an email message or invite staff to a meeting, the first thing you must do is start **Microsoft Outlook**. **Windows 8** provides a number of ways of doing this. You can **Search**

for **Outlook** via the **All apps** screen or simply type **outlook** into the **Start** screen. If an **Outlook** tile is pinned to your **Start** screen, you can start Outlook by clicking on the tile.

Try This Yourself:

*Before you begin, ensure your computer is switched on and the **Windows Start** screen is displayed...*

- 1 Right-click anywhere on the **Windows Start** screen to display the **App bar** at the bottom of the screen
- 2 Click on **All apps** in the **App bar** to display the **All apps** screen
From here you can view all your apps, including Outlook...
- 3 If necessary click on the scroll button at the bottom right of the screen until you see the **Microsoft Office 2013** apps, then click **Outlook** to open the program
There is a faster way to open Outlook...
- 4 Press the **Windows** key  to return to the **Windows Start** screen
- 5 Begin typing **outlook** into the **Windows Start** screen
A Search pane will appear on the right side of the screen and Outlook 2013 will display under Results...
- 6 Click on **Outlook 2013**
The Inbox in the Mail feature will open in Outlook 2013



For Your Reference...

To **start Outlook** in **Windows 8**:

- Display the **All apps** screen and click on **Outlook 2013**, or
- Type **outlook** in the **Windows Start** screen and click on **Outlook 2013** under **Results**, or
- Click on the **Outlook 2013** tile on the **Windows Start** screen

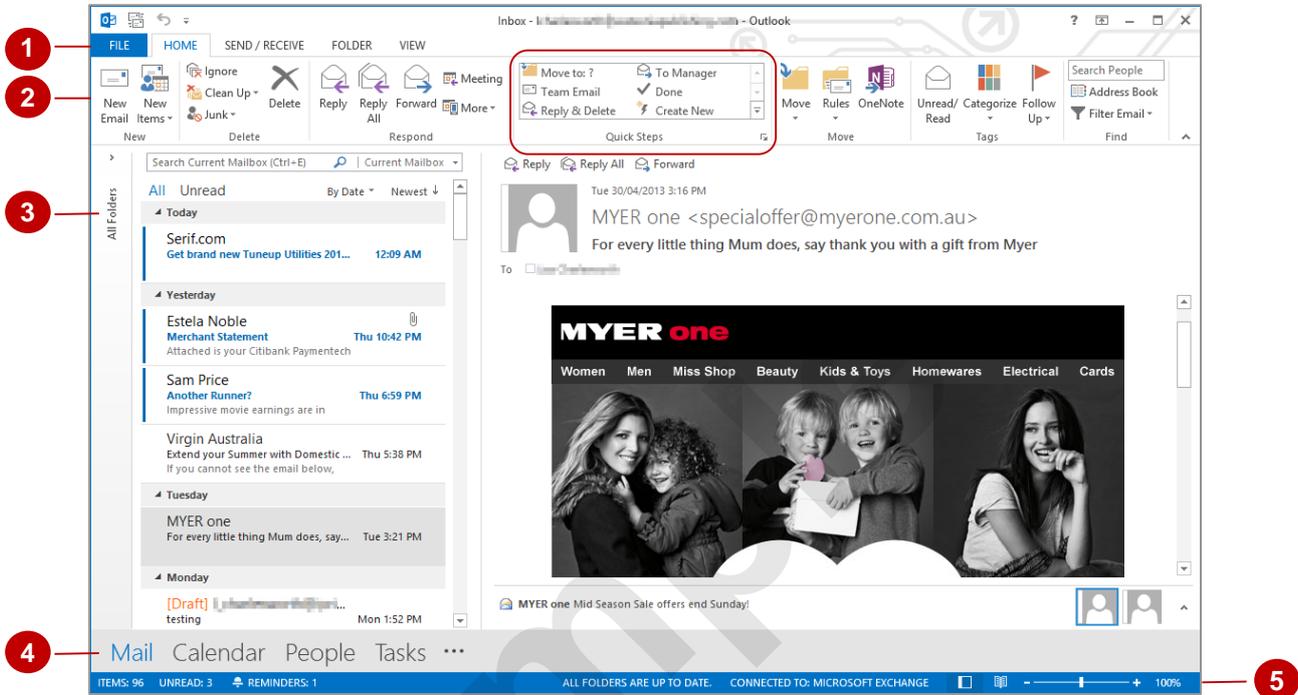
Handy to Know...

- You can add an **Outlook** tile to the **Start** screen by right-clicking on **Outlook 2013** on the **Apps** screen and clicking on **Pin to Start**. You can also add an Outlook icon to the taskbar in the desktop by right-clicking on **Outlook 2013** on the **Apps** screen and clicking on **Pin to taskbar**.

COMMON OUTLOOK 2013 SCREEN ELEMENTS

Outlook can do so many different things for you and as a consequence its screen is probably the most interesting of all. No two Outlook 2013 screens will ever appear alike because of how

Outlook works, what data it receives, and what functions a person prefers to use regularly. Nevertheless, your screen will have many of the key features that are shown below.



The Outlook screen will have the following key features listed below, regardless of whether you're in Calendar, Tasks, Mail, and so on.

- 1 The **FILE** tab is used to access the **Backstage view** which contains settings that are not directly related to creating or managing Outlook items such as **Print** and **Save** commands, opening calendars and importing files. Outlook Options are also available so that you can set your working preferences and options for Outlook 2013.
- 2 The **ribbon** is the tabbed band that appears across the top of the window. It is the control centre of Outlook 2013. You use the **tabs** on the ribbon to access the **commands** that have been categorised into **groups**. The commands include **galleries** of options that you can select from, such as the **Quick Steps** gallery shown here.
- 3 The **Folder pane**, which is collapsed by default, contains folders for each view, such as Mail or Calendar. You can expand the **Folder** pane to see the items in the folder or click on **[All Folders]** to temporarily see the items. The **Folder** pane was previously known as the **Navigation** pane.
- 4 The **Navigation** bar provides a very quick way of switching between the various Outlook features such as Mail, Calendar and so on.

You can also display **peeks** (small windows showing key information) by pointing to Calendar, People or Tasks in the **Navigation** bar. You don't need to switch to the feature to see this information. For example, pointing to Calendar displays today's events, People shows your favourite contacts and lets you search for a specific contact, and Tasks includes a list of today's tasks. Note: a **peek** doesn't appear when you point to Mail in the **Navigation** bar.
- 5 The **status bar** indicates what is going on in Outlook at the present moment. It also changes depending upon the feature you are using and the tool you are working with.