

CHAPTER 1

# EMAIL CONCEPTS

**INFOCUS**

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 an abbreviation of **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

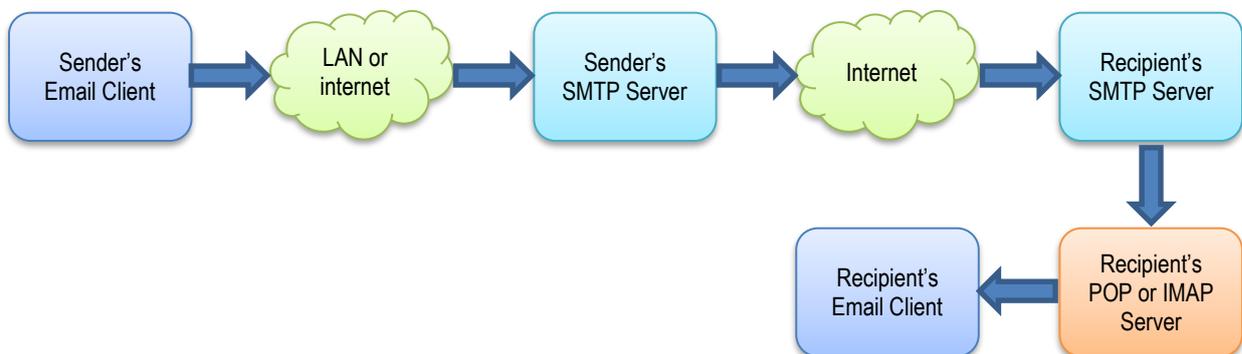
While an email client is used for writing and reading emails, it is the role of an **email server** to ensure that email is dispatched to the correct location and recipients.

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 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, an email address identifies where other people can send emails to you. However, unlike street addresses, email addresses comprise only

a single line of characters. Once you understand what they mean, the characters 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:

<b>.com</b>	private or public company
<b>.gov</b>	government department or organisation
<b>.edu</b>	educational institution
<b>.net</b>	networks usually reserved for Internet Service Providers
<b>.org</b>	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.

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## It's Fast

Using email, 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

These days many small businesses can use free web email services to send and reply to email which helps to save money. Email means that businesses no longer have to rely on potentially expensive phone calls or the cost of mailing documents and information. It also allows you to get things done in a more efficient time frame which allows you to take on more customers and improves the business' reputation.

## It's Convenient

Email has become popular largely due to how convenient it is. As opposed to hardcopy files, email can be accessed anywhere. This allows greater flexibility in the workplace, meaning even if you are out in the field, at a conference, or on the road you can still access and send information. For example, if you are travelling you can use your phone or mobile device to send emails as long as you have access to Wi-Fi or mobile data. If you don't have access to a mobile device, you could use a computer at an internet café or hotel.

Most employees now feel more comfortable using email than traditional letters or memos.

As opposed to a phone call, an email allows one to have time to carefully word sensitive subjects and create a more professional line of communication.

## It Provides A Record

Emails that you send to other people are kept in the **Sent** box, allowing you to keep a record of all of your email interactions. You can search your emails to find correspondence with specific people or on a specific subject, enabling you to easily refer back to a conversation without having to bother the people involved. You can also choose to archive important emails that may be needed in future, such as emails containing important information or emails you may need to retain for legal reasons.

## It Provides Access

Email provides you with a way to communicate with almost anyone in the world. The vast majority of businesses and even individuals will have an email address. This makes contacting potential clients much easier and allows you to send marketing materials and such out to both existing and potential customers.

# EMAIL ETIQUETTE

It is important to remember that unlike a phone conversation, an email conversation is there forever and can be referred back to at any time. Therefore, you should adopt courteous and polite

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

## The Beginning And The End

Ensure that you begin your emails with a courteous greeting and end them with a courteous closing. It is usually seen as polite to address the email to the recipient and sign off with your name.

## Short Is Sweet

Ensure emails are concise and to the point so that you do not waste the recipient's time.

## Spelling And Grammar

When you have composed your message spend some time using the spell checker to check the spelling. Then re-read the message and ensure that there are no typos or spelling and grammar mistakes. Emails that have errors look unprofessional and may not be taken seriously.

## Make The Subject Line Meaningful

Always put meaningful text in the subject line of a message, such as 'Sales Figures for June', and so on. This ensures that there is a greater chance that the email will be read in a timely manner as the person receiving the message will know what the content is about. It also makes it easier for the person to find the email again.

## Watch What You Say

When we talk to someone face to face there are many nonverbal cues that help us to interpret what is being said, such as body language and tone of voice. In an email you can only read what has been written, so when composing an email be careful if using sarcasm or humour as it can easily be misinterpreted.

## Avoid Flaming

Flaming is the act of telling somebody off using an email – and it should NEVER be done. If you have an issue 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 can read it several times and become angry or upset. They may flame you with an equally or even more vitriolic email.

## Don't SHOUT

Avoid using capital letters (except in the proper literary way for sentence starts, names, and the like) as in an email it can come across as shouting.

## Check The Attachments You Send For Viruses

Always scan documents for viruses before sending them as attachments.

## 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 damage to your files and/or software. 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.

## 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.

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## 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. There is an icon that shows the signature is valid and another that reveals 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 2016** 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 2016 as quickly as possible.

## In this session you will:

- ✓ gain an understanding of what **Outlook** is used for
- ✓ learn how to start **Outlook** from the desktop
- ✓ 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 change the office theme
- ✓ learn how to close **Outlook**.

# UNDERSTANDING OUTLOOK 2016

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.

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## Key Features of Outlook 2016

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 2016**.

- 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 FROM THE DESKTOP

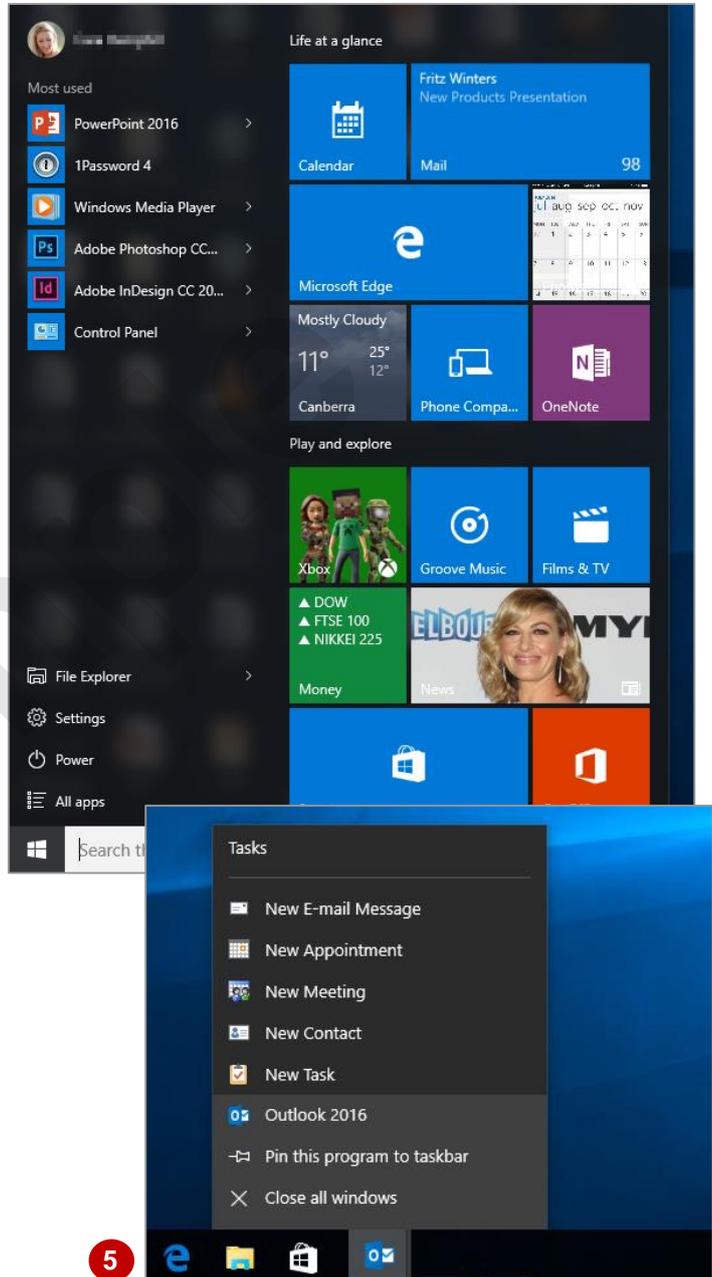
To send and receive emails, you must first start Outlook. If your computer uses Windows 10 it will open to the desktop. Unless you have previously created a shortcut icon on the desktop you will

need to open Outlook by using either the **All apps** option in the **Start** menu or the **Search the web and windows** bar.

## Try This Yourself:

*Before you begin, ensure that your computer is switched on and the desktop is displayed...*

- 1 If there is no **Outlook** icon in the taskbar at the bottom of the desktop, click on the **Windows** icon, as shown, to display the **Start** screen
  - 2 Click on **All apps** to display a list of all the apps on your computer
  - 3 Scroll down to the **W** section *Outlook 2016 is listed here...*
  - 4 Click on **Outlook 2016** to start Word
  - 5 Right-click on the Word icon in the taskbar to display a menu of options, as shown, then select **Pin this program to taskbar**
- You can now click on this icon to open Word from the desktop. This icon will remain in the taskbar unless you remove it...*
- 6 Repeat step 5 to select **Close window** to close Word
  - 7 Click on the Outlook icon in the taskbar to open **Outlook** again



## For Your Reference...

To **add** a **Outlook icon** to the **desktop taskbar**:

1. Display the **Start** menu, then click on **All apps**
2. Right-click on **Outlook 2016**
3. Select **Pin to taskbar**

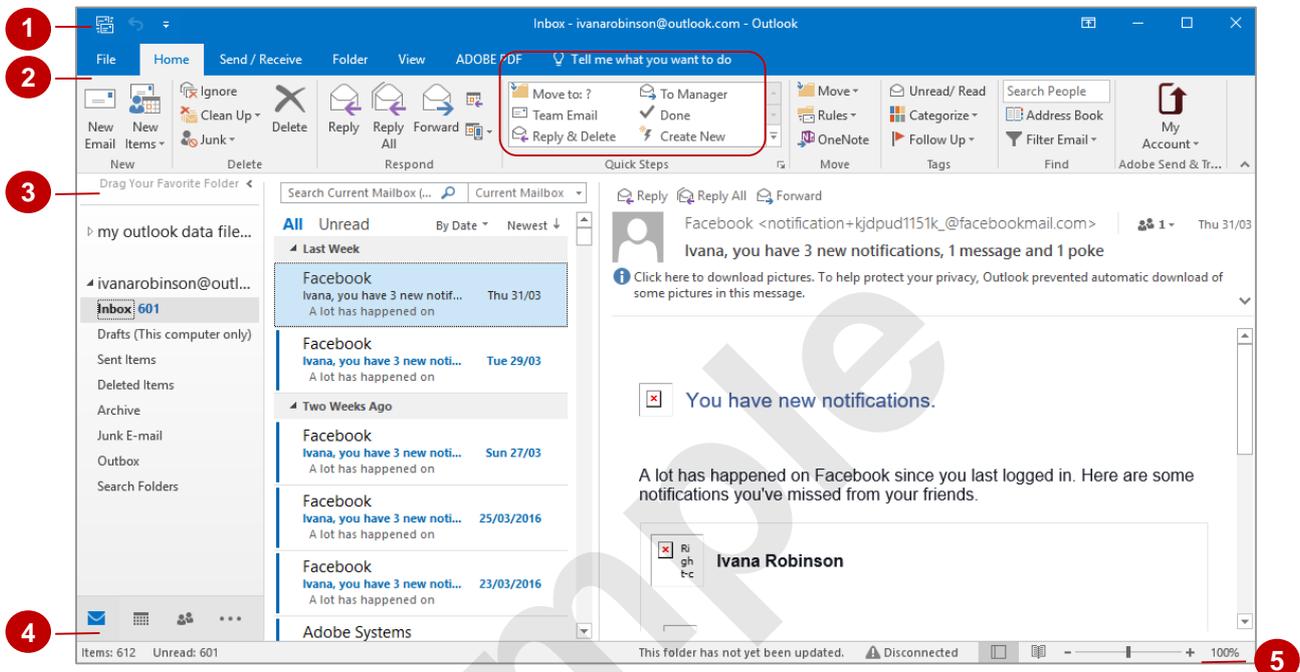
## Handy to Know...

- You can start Outlook by clicking in the taskbar **Search...** bar, typing **word**, then clicking on Outlook in the list of search results.
- Pin Outlook to the **Start** menu by displaying the **All apps** list, right-clicking on **Outlook 2016** and selecting **Pin to Start**.

# COMMON OUTLOOK 2016 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 2016 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 2016.
- 2 The **ribbon** is the tabbed band that appears across the top of the window. It is the control centre of Outlook 2016. 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.