Lesson 7:
Business E-Mail and
Personal Information Management

How E-Mail Works

- To send and receive e-mail you **need**:
  1. A unique IP address
  2. An account name
  3. A password
- Your service provider

E-Mail Protocols

- **Outgoing mail protocol**
  - Simple Mail Transfer Protocol (SMTP)
- **Incoming mail protocols**
  - Post Office Protocol version 3 (POP3)
  - Internet Message Access Protocol (IMAP)

E-Mail Addresses

- E-mail addresses use the following format:

  username@domain

- The part of the address **before** the @ identifies the *user within* a domain
- The part of the address **after** the @ is the domain name of the organization or company that issues the e-mail account

E-Mail Services and Programs

- **E-mail client** – independent of any specific Web browser
  - Ex. Outlook
- **Browser e-mail** – program that comes bundled with a Web browser
  - Ex. Gmail
- **Web-based e-mail** – free service from a Web-based provider
  - Ex. AOL

MIME, S/MIME, PGP and GPG

- **Multipurpose Internet Mail Extensions (MIME)** – enables operating systems to map file name extensions to corresponding applications
- **Secure MIME (S/MIME)** – secure version of MIME that adds encryption to MIME data
- **Pretty Good Privacy (PGP)** – a method of encrypting and decrypting e-mail messages
- **GNU Privacy Guard (GPG)** – an open-source version of PGP

E-Mail Configuration Requirements

1. E-mail address
2. Name of the outgoing (SMTP) mail server
3. Name of the incoming (POP3) mail server
4. POP3 account name (user name)
5. POP3 account password

E-Mail Message Components

- E-mail message header
  - To field (C)
  - Cc field (D)
  - Bcc field (E)
  - Subject field (F)
  - Attachment field (A)
- Message (body of the message) (G)
- Signature (lines of text at the end of the message)
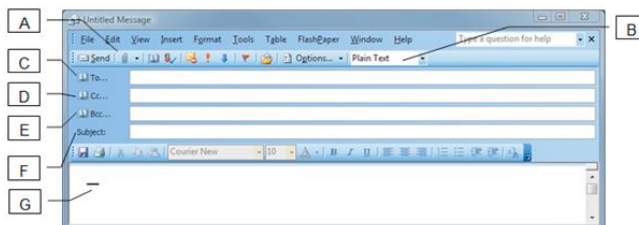
E-Mail Message Components

Table 7-1: E-mail message components

Component	Description
To (address) field	Contains the e-mail address(es) of primary recipient(s). The address(es) you enter here are displayed in the e-mail message header.
Cc (carbon copy) field	Contains the e-mail address(es) of additional recipient(s) to whom you want to send the message. The address(es) you enter here are displayed in the e-mail message header.
Bcc (blind carbon copy) field	Contains the e-mail address(es) of additional recipient(s) to whom you want to send the message. The address(es) you enter here are not displayed in the e-mail message header. Recipients designated in the To and Cc fields will not be able to see recipients you specified in the Bcc field.
Subject field	Contains a brief description of the message content.
Attachment field	Indicates a file or files that are attached and sent with the message.
Message field	Contains the body of the message. You type your message directly into the message area.
Signature field	Contains a few lines of text that appear at the bottom of each message you send. A signature generally consists of the sender's contact information.

Creating and Sending E-Mail Messages
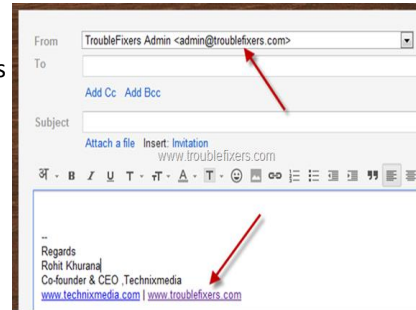
- Click the command to create a new message
- Enter at least one address in the To field
- Enter additional addresses in the Cc and/or Bcc field (optional)
- Enter a subject in the Subject field
- Type the message
- Attach any necessary files (optional)
- Click the command to send the message

E-Mail Signatures

- An e-mail signature displays at the bottom of an e-mail message
- An e-mail signature usually identifies the sender and provides contact information
- Some companies require that signatures follow specific guideline for content and structure
- Signatures can be added automatically to outgoing messages
- You may create several signatures, but only one can be the default signature at any given time

| From | TroubleFixers Admin <admin@troublefixers.com> |
| To | |

Add Cc Add Bcc

| Subject | |

Attach a file   Insert: Invitation

www.troublefixers.com

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Regards
Rohit Khurana
Co-founder & CEO ,Technixmedia
www.technixmedia.com | www.troublefixers.com

Address Books

- Address books store names and contact information for your e-mail contacts
- Most clients allow you to import address books from other applications
- Using an address book to insert e-mail addresses is fast, convenient and accurate
- Most company systems include a global address book that contains the e-mail addressees of all company employees
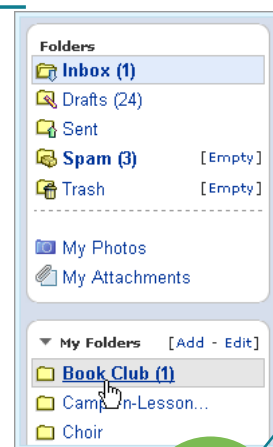
E-Mail Attachments

- You can attach almost any kind of file to an e-mail message
- The ability to send e-mail attachments makes e-mail a powerful tool for sharing files and documents
- E-mail clients use MIME to identify attached files by their file type
- Most company servers scan e-mail attachments
- Some company servers may block certain types of attachments, or all attachments, depending on the company security policy

Receiving and Viewing E-Mail Messages

- The e-mail client's folder structure provides tools for viewing, storing and organizing items
- **Most e-mail programs include:**
  – An Inbox folder
  – A folder for sent messages
  – A folder for deleted items
  – A folder for drafts
  – An Outbox folder

Folders
- Inbox (1)
- Drafts (24)
- Sent
- Spam (3)   [Empty]
- Trash   [Empty]

- My Photos
- My Attachments

▼ My Folders   [Add - Edit]
- Book Club (1)
- Camp n-Lesson...
- Choir

Viewing E-Mail Messages

Toolbar

Message list

All Folders pane

Preview pane

E-Mail in the Workplace

- **Response commands**
  - Reply
  - Reply All
  - Forward
- **Professional communication**
  - Respond within 24 hours
  - Keep messages clear and concise
  - Ensure that tone is respectful and restrained

- Can e-mail messages be recalled?
- E-mail is permanent
- Should e-mail threads be included?
- Reply vs. Reply All
- Is e-mail private?
- Out-of-office messages

E-Mail in the Workplace

Table 7-2: E-mail response options

| E-Mail Response Command	Result
Reply	Displays a message window that automatically inserts the address of the original sender in the To field, the message subject and a copy of the original message. The subject line is prefaced by the letters *RE:* indicating that this message is a response.
Reply All	Displays a message window that automatically inserts the addresses of the original sender and all other recipients copied on the original message in the To field (or Cc field); the message subject; and a copy of the original message. The subject line is prefaced by the letters *RE:* indicating that this message is a response.
Forward	Displays a message window with a copy of the original message. The original subject line is automatically inserted and the subject line is prefaced by the letters *FW:* or *FWD:* indicating that this message is a forwarded copy of someone else's message. No addresses are inserted in the To or Cc fields.

Email Examples
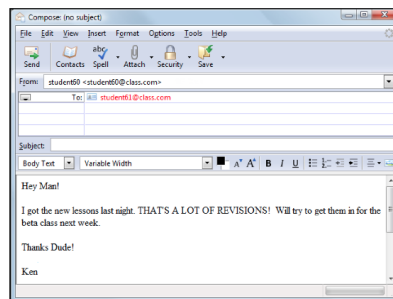
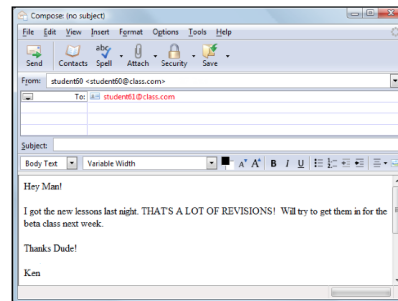*Figure 7-12: Unprofessional e-mail in business setting*

Figure 7-12: Unprofessional e-mail in business setting

E-Mail Problems and Solutions

- Sexual harassment
- Offensive language
- Disclosure of confidential information
- Live communication better in some situations
- **Spam**
  - Spam filters
  - CAPTCHA
- **Storing e-mail messages**
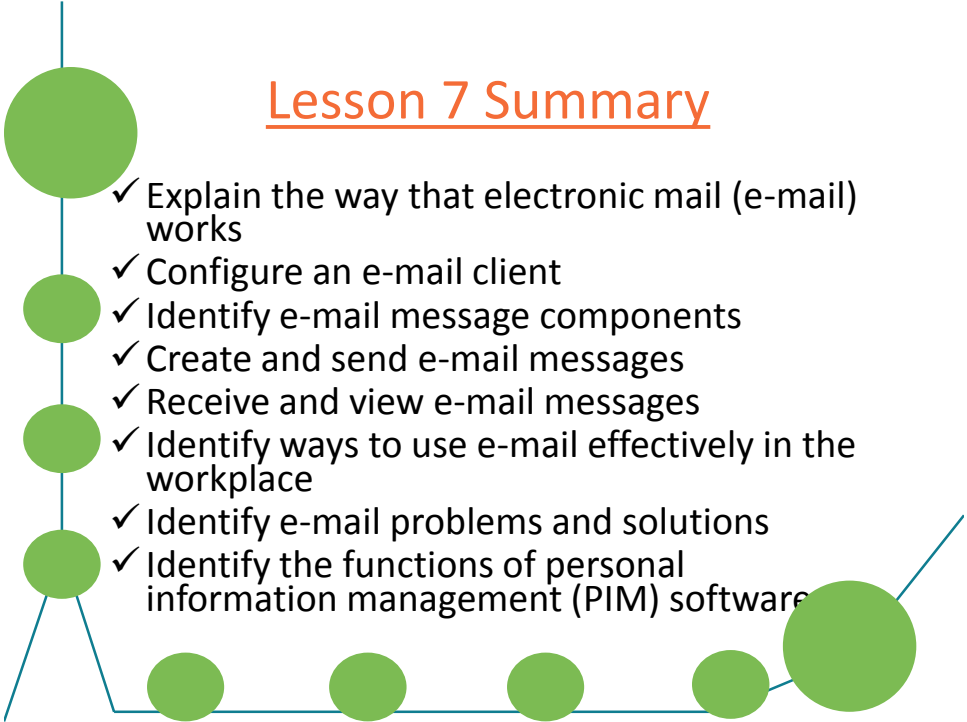 - Make local copies
  - Remove messages from the server

Personal Information Management (PIM)

- Keep track of appointments
- Store contact information
- Provide e-mail capabilities (some programs)
- Provide a centralized electronic calendar (some programs)
- Set reminders and alarms
- Many packages available for smartphones
- Synchronize data between smartphone and desktop computer

Lesson 7 Summary

- ✓ Explain the way that electronic mail (e-mail) works
- ✓ Configure an e-mail client
- ✓ Identify e-mail message components
- ✓ Create and send e-mail messages
- ✓ Receive and view e-mail messages
- ✓ Identify ways to use e-mail effectively in the workplace
- ✓ Identify e-mail problems and solutions
- ✓ Identify the functions of personal information management (PIM) software