

Email, Social Media, and Privacy



Day 1

We acknowledge that we are located on Treaty One Territory and in the heartland of the Métis Nation. We recognize the mistakes of the past and believe in reconciliation, cooperation and moving forward in partnership with Indigenous communities.



What is Tech Manitoba

Why is this free?

- Tech Manitoba is a not-for-profit that aims to help the tech industry in Manitoba flourish
- TechMB's digital literacy program, which provides free computer courses
- Federal funding allows us to provide these courses for free: to help us continue to get funding, please complete the survey after the course

Introduction



[Instructor Name]
[Instructor email]

Students Introduction

- What is your name?
- Country of origin?
- Occupation?
- What do you expect to learn?

Housekeeping tasks

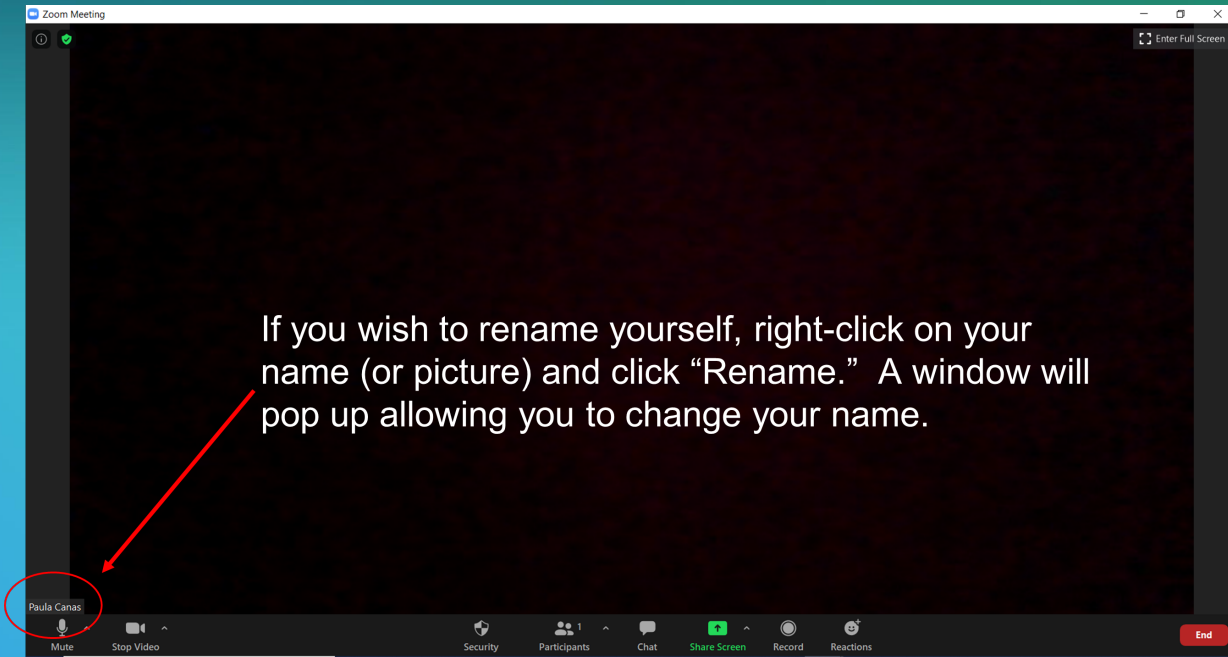
- Registration Forms - Please fill out if not done already
- Media Release agreement – Please read and sign if you are willing to be photographed
- End of Course Survey - Will be done on the last day
- Certificate of Completion given for attending all 3 days
- You **MUST** complete the survey at the end of the course to receive your certificate. Please complete this survey as it allows us to get funding from the government to continue delivering these free courses

Learning Outcomes – Day 1

- Working with your Email account, creating a new one, recovering an old one
- Define common email uses, concepts and terms
- Define the *main uses* of today's emails
- Identify how to protect yourself against *email threats*
- Explain the difference between common email dangers
- Expand on spam emails by identifying what they contain
- Operate basic email applications
- Establish a *secure* username and password
- Demonstrate how to distinguish between real requests and phishing scams

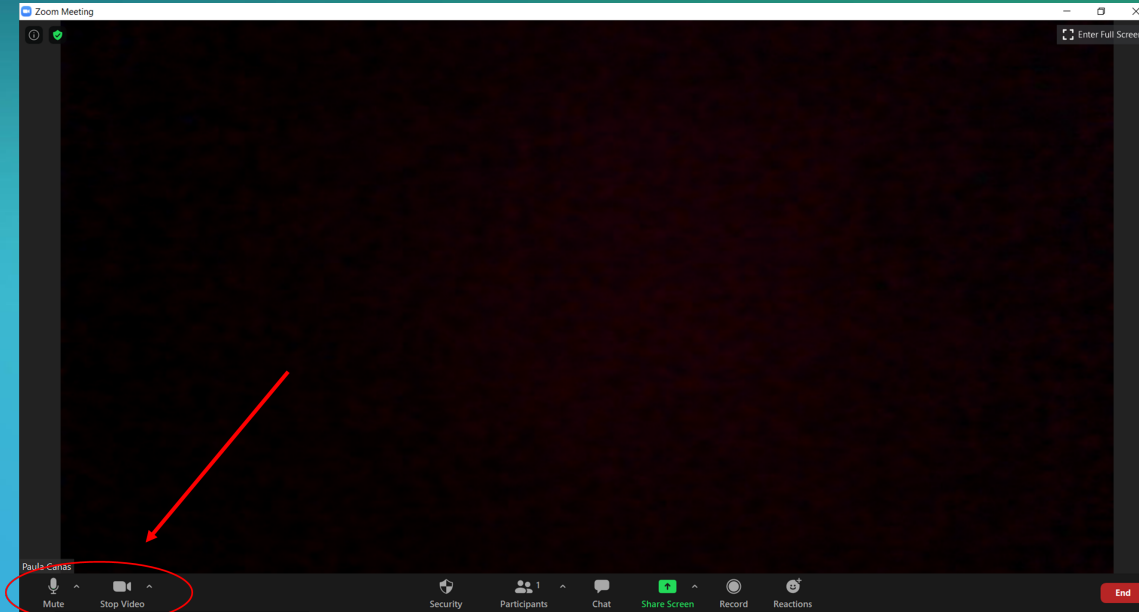
How to use Zoom: RENAME

Button is at the bottom left corner of your screen



How to use Zoom: MUTE & VIDEO

Buttons are at the bottom left corner of your screen

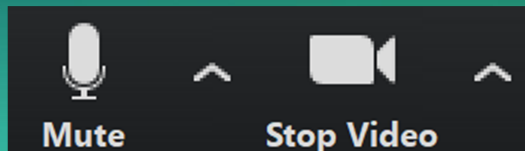


How to use Zoom: MUTE & VIDEO

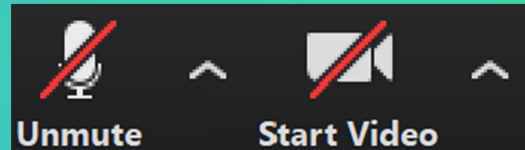
Click on the button to mute/unmute or start/stop video.

A red line crossing through the microphone or camera means that it is muted or off.

Microphone and Camera ON



Microphone and Camera OFF

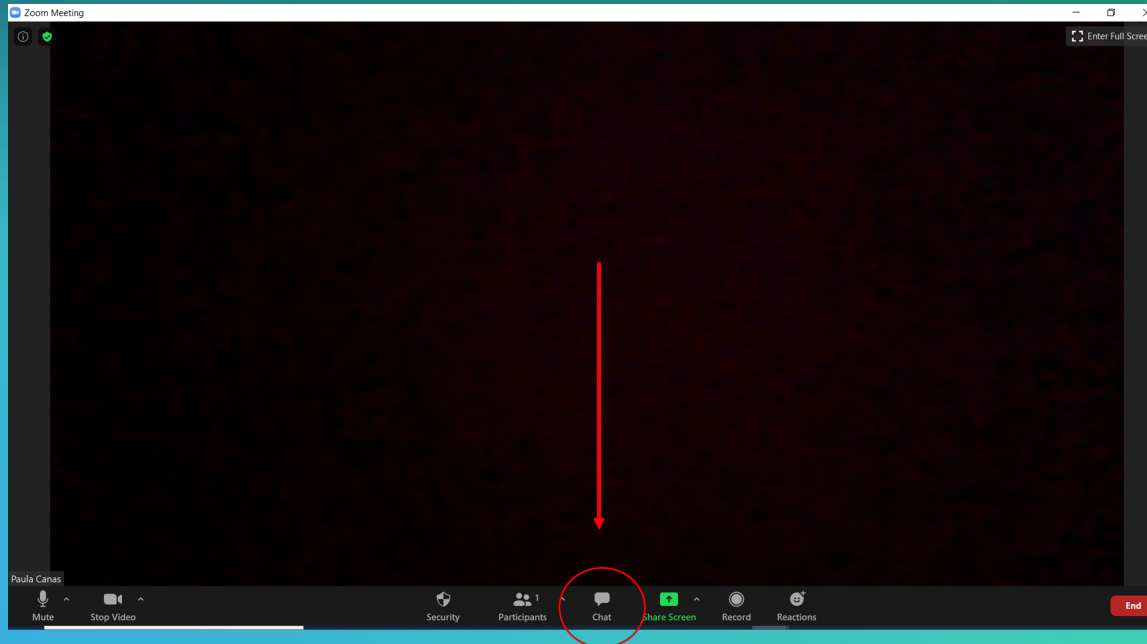


Important: Please mute yourself when you are not speaking, otherwise everyone will be able to hear your background noise.

The mute shortcut is Alt + A

How to use Zoom: CHAT

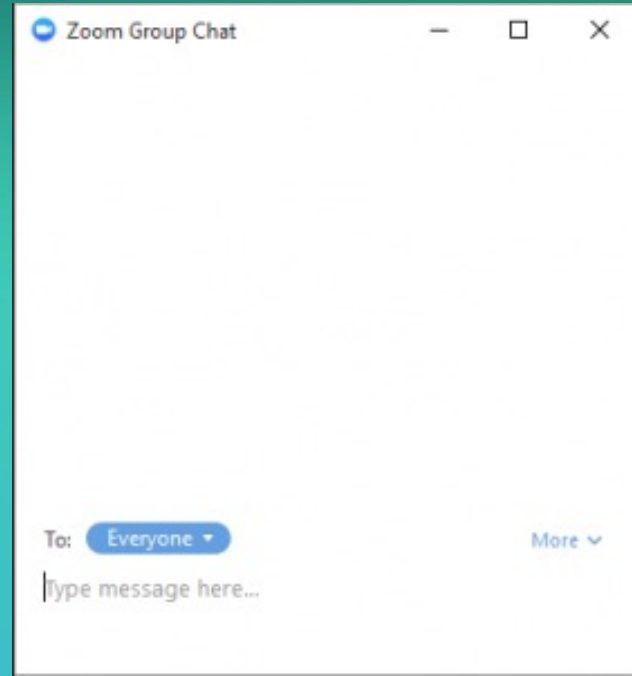
Button is at the bottom middle section of your screen



How to use Zoom: CHAT

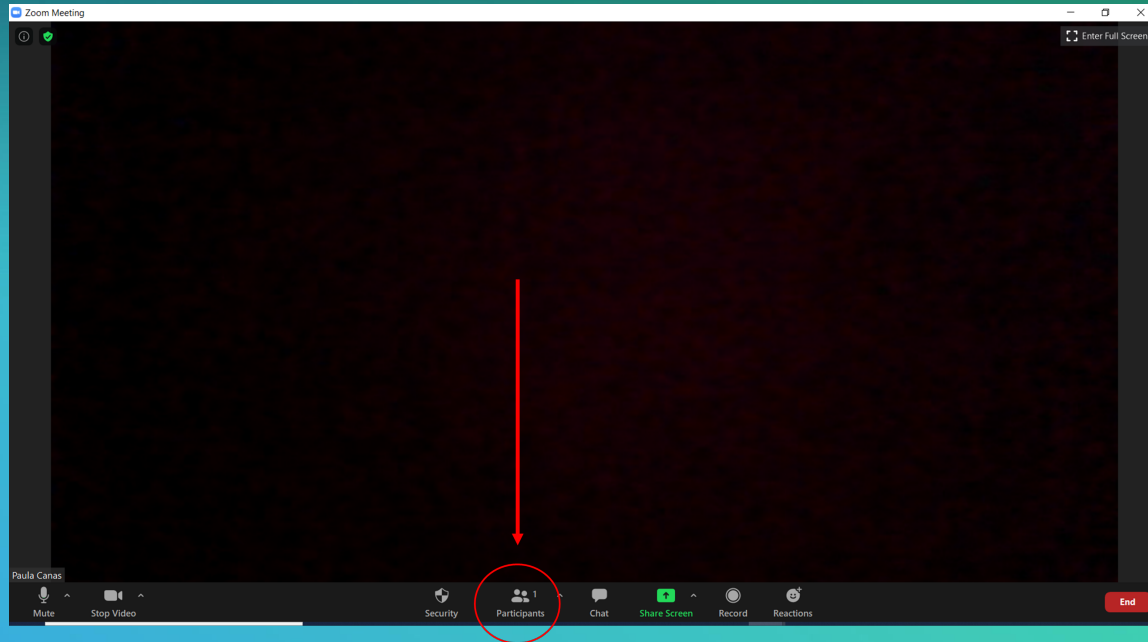
Use the chat function to:

- Ask & answer questions
- Chat with the group
- Private message with other participants or message your instructor for tech support



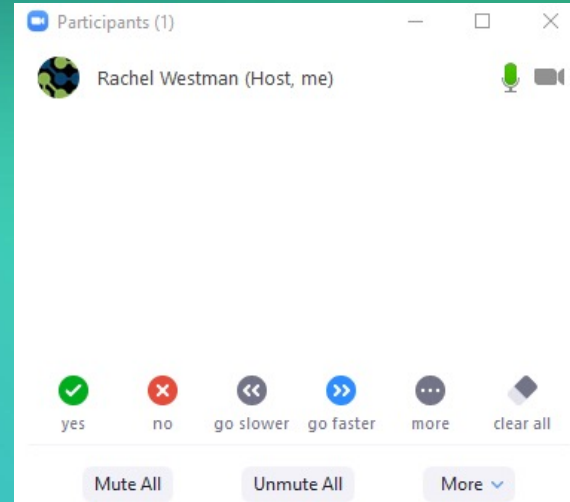
How to use Zoom: PARTICIPANTS

Button is at the bottom middle section of your screen



How to use Zoom: PARTICIPANTS

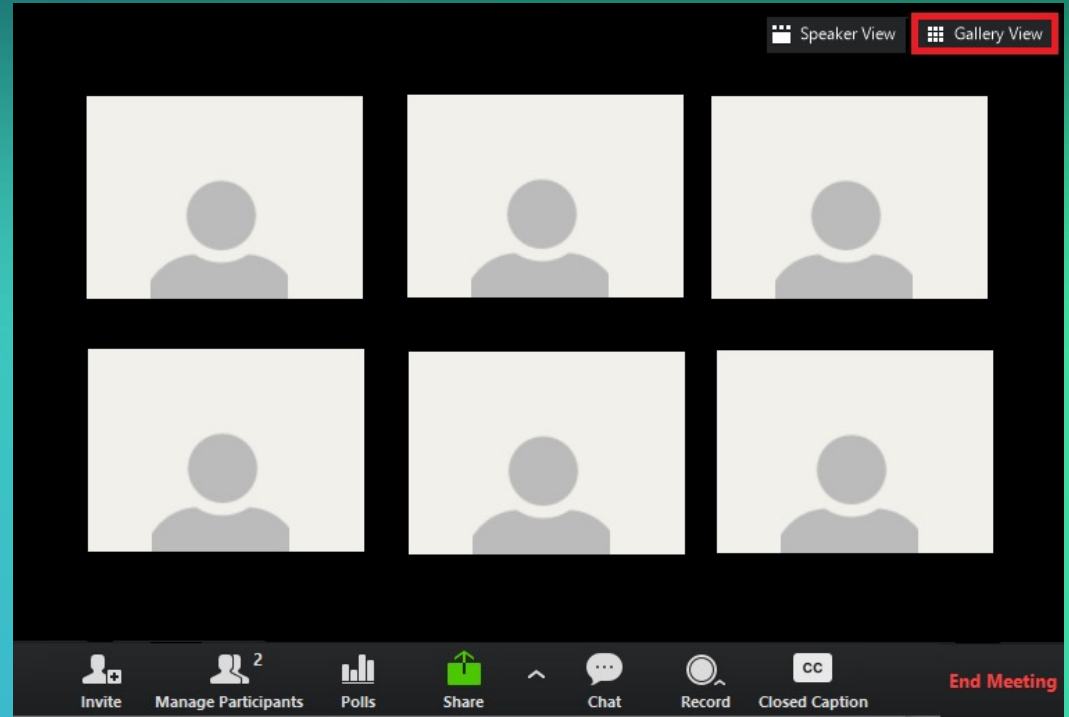
Use the participants function to quickly respond to questions from the speaker/host with non-verbal feedback



How to use Zoom: VIDEO LAYOUT

There are 3 video layouts located at the top right corner of your screen:

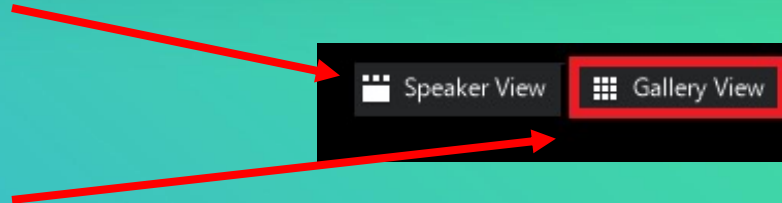
- (Active) Speaker View
- Gallery View
- Floating thumbnail window (when you minimize ZOOM)



How to use Zoom: VIDEO LAYOUT

Select the Speaker View when the instructor is teaching.

Select the Gallery view for Q&A and when participating in discussions.



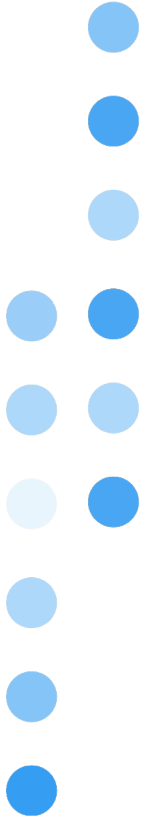


Do you have an email account?

How often do you use it?

What do you use it for?





Discussion Point – go to Poll 1

Discussion Point – go to Poll 2

Discussion Point – go to Poll 3





iCloud

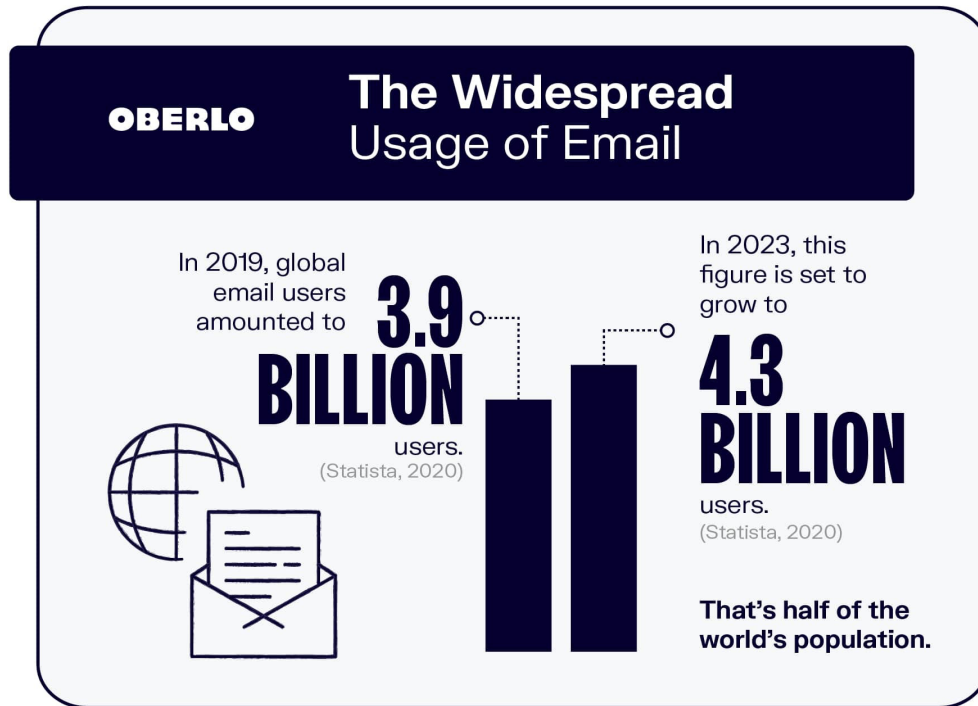


Hotmail



Outlook.com

Which email services providers are you familiar with?



Source: <https://www.oberlo.com/blog/email-marketing-statistics>

The term email, which stands for electronic mail, refers to an electronic message that is sent over a network (local area network and the Internet).

An email can include:

- A message (within the body of the email)
- Attached files (images, documents, media clips)



What are the differences between emails, text messages, and social media message platforms?



In many ways, email has made our lives easier. It allows us to:

- **Contact** people all over the world for free (or inexpensively).
- Communicate with **more than one** person at a time.
- **Document** interactions.
- Leave messages any time of day **without bothering** people.



Sent directly to the recipient via a specified email address

Email addresses will usually have a form like:

username@somelocation.com

person

location of organization or
network's mail server



- Forgetting to include a subject line
- Forgetting to include the message
- Replying vs. forwarding
- Setting automatic responses (forgetting to turn them on or off)
- CC-ing someone else unnecessarily



- Forgetting attachments
- Writing in ALL CAPS (akin to SHOUTING)
- Keeping your inbox organized/clean
- Typing an email address incorrectly
- Sending an email to the wrong person



Structure of email: Example

To: johnjones@university.ac.uk

Subject: Conference update

Subject line

Dear John,

Addressing the recipient

Introduction

I am writing to give you an update on the conference we have been working to organise.

Main body

I have talked with several key organisations, departments and individual speakers who wish to present at the conference. Their answers have given me many ideas for how to organise the themes for presentations during the day, and who may be interested in becoming the keynote speakers. Please find attached a document in which I have compiled this information.

I would like to request a meeting with you to update you in more detail about this matter. I suggest Tuesday at 3pm. It would be great if you could let me know if that works for you before Friday.

Ask/action

Kind regards,

Closing phrase

Margaret

Margaret Smith
Professor of Energy Sustainability, University of London
+447589 654321

Email signature

Structure of email

A typical email includes:

- Subject
- Greeting
- Message
- Sign-off/Closing
- Signature
- Attachments (if applicable)
- * [HOW TO WRITE AN EMAIL](#) *

Response	Percentage
Yes	65%
No	35%



<https://edu.gcfglobal.org/en/email101/common-email-features/1/>

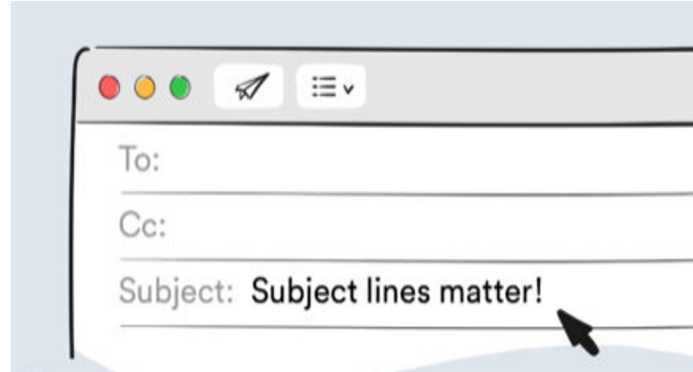


- Email address of the recipient(s)
- Use BCC to protect email addresses (unless everyone knows each other)
- Maintain an address book



Subject line

- Precise headline for the message
- Makes it easier to organize all email
- Avoid sending email with no subject



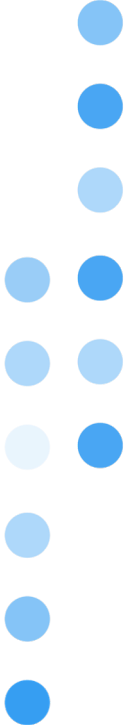
A vertical column of ten blue dots of varying shades (light blue, medium blue, and dark blue) on the left side of the slide.

Example #1: “Congratulations to Jennifer for winning the prize!”

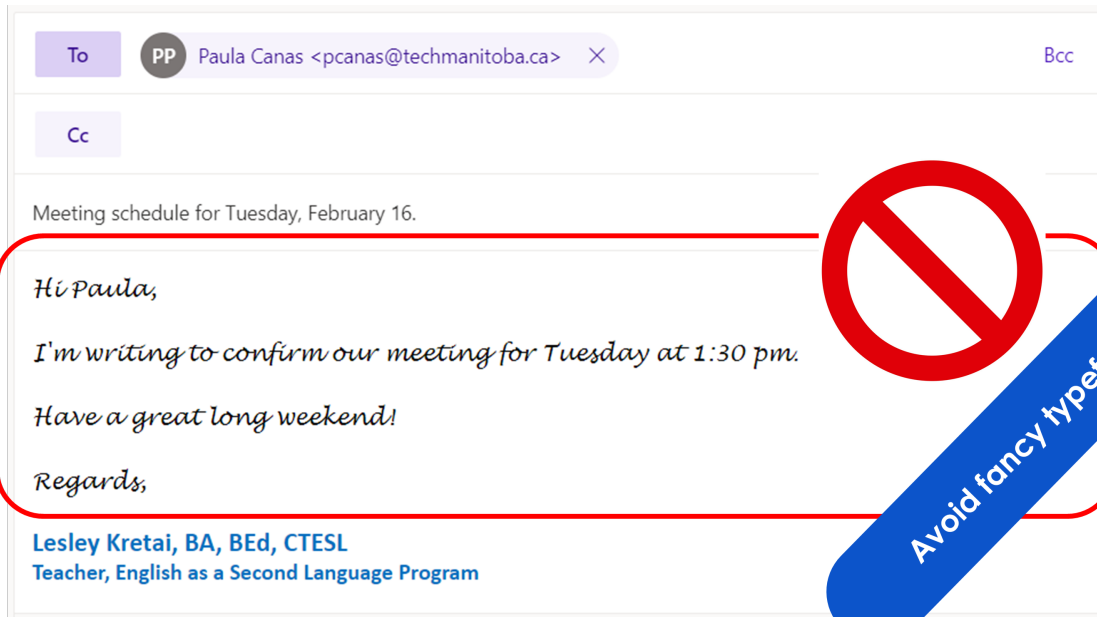
Example #2: “Reminder: peer review articles due tomorrow”

Example #3: “Help, I can’t find the draft for the Smith Paper!”

5 tips for writing effective emails

- 
- A vertical decorative element on the left side of the slide, consisting of a series of blue circles of varying shades and sizes, arranged in a column.
1. Keep the messages focused and easy to read
 2. Keep it short
 3. Be brief and clear
 4. Use paragraph breaks
 5. Avoid fancy typefaces

Avoid fancy typefaces



Meeting

— ✖ ×


jose diatome

Meeting


Jose,

Hey, I was just thinking about the meeting we had about the new workshop you were planning for next week about resume-writing. I think that we may have forgotten to include all of the students who might benefit from this workshop. There are several groups of students at the School of Public Health that were not on your list. Of course you may have added them to you list since our last meeting. Sara from the School of Public Health contacted me to ask if the students from the Epidemiology program were on our list of included students. She also wanted a list of all of the included departments from the School of Public Health. Can you send me a list of all of the included student groups? I can then send the relevant information on to Sara because she needs this information by tomorrow.

Thanks, Rachell



???



What problems do you see?

Example of correct email formatting

Meeting

jose diatome

Meeting

Jose,

Can you send me a list of the students included in the resume by tomorrow?

We may have forgotten to include all of the students who might benefit from this workshop.

There are several groups of students at the School of Public Health that were not on your list. I will send her that information tomorrow after I get the list from you.

Regards, Rachel



Use paragraphs.

Be brief and clear.

Keep it short.

Keep the message focused and easy to read.



- Use an appropriate signature
- Brief (*4-5 lines*)
- Informative (*provide all contact information*)
- Professional (*avoid using irrelevant content*)



Jane Doe
Marketing Manager
Your Company
Main: (123) 456-7890
Direct: (123) 456-7890
Cell: (123) 456-7890
Fax: (123) 456-7890
youremail@company.com
Skype: Username
123 Street St.
City, State 12345
www.yourwebsite.com
www.yourblog.com
www.facebook.com/yourpage
www.twitter.com/yourpage



Jane Doe | Marketing Manager
ph: (123) 456-7890

Your Company
123 Street St.
City, State 12345
www.yourwebsite.com





Anna McPherson
CEO T&M Corporate Properties

Mobile 021.419.9250 Phone 512.641.0000
Fax 512.641.0042
Website www.tmcorporateproperties.com
Email anna@tmcorporateproperties.com





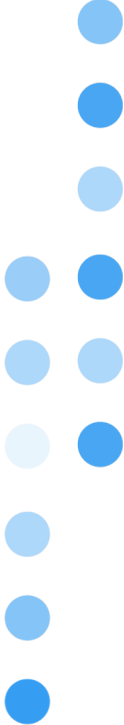

IMPORTANT: The contents of this email and any attachments are confidential. They are intended for the named recipient(s) only. If you have received this email by mistake, please notify the sender immediately and do not disclose the contents to anyone or make copies thereof.



What do you think of these examples?

Things to include:

1. Name
2. Occupation (if applicable)
3. Phone number
4. Address

A vertical column of ten blue circles of varying shades (light blue, medium blue, and dark blue) on the left side of the slide.

Mohamed Wang
Plumber
431-555-9999
735 Street Name
Winnipeg, MB



Did you know?

You can be scammed online



“Phishing” is the name given to a scam in which someone will attempt to steal your personal information *by posing as someone trustworthy*, such as a bank or IT administrator.



Email threats: Examples of phishing scams



**NETFLIX**[Your Account](#) | [Queue](#) | [Help](#)**Your Account Has Been Suspended**

Dear Netflix,

We are sending this email to let you know that your credit card has been expired. To update your account information, please visit [Your Account](#).

-Your friends at Netflix



**SPAM AND
PHISHING**

Protecting yourself

- Never include personal or financial info in an email
- Immediately install all updates for your operating system and software
- Use strong passwords





Don'ts

Weak password examples:

12345

password

qwerty

Visit the following link to generate a strong password:

<https://passwordsgenerator.net/>



Do's

Strong password examples:

Esf345*Rb_Z

horse paint lamp kitten

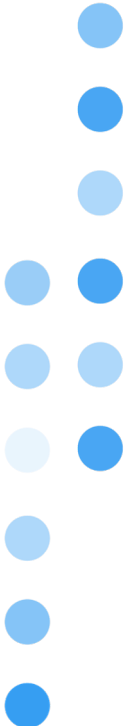
If you're having trouble remembering all your passwords, consider using a password manager!

<https://www.pcmag.com/picks/the-best-free-password-managers>

- SPAM is *irrelevant or inappropriate* messages sent on the Internet to many recipients.
- Spam has become a significant social and economic burden in Canada and around the world.
- The simplest definition of spam is *unsolicited email*.

On July 1, 2014, Canada's Anti-Spam Law (CASL) went into effect to help minimize the number of unsolicited communications consumers receive.



- 
1. Foreign Lottery Scam
 2. Survey Scam
 3. PayPal or Online Credit Card/Banking Scam
 4. Mystery Shopper Scam
 5. Nigerian Check Scam

<https://www.moneycrashers.com/common-email-internet-scams/>

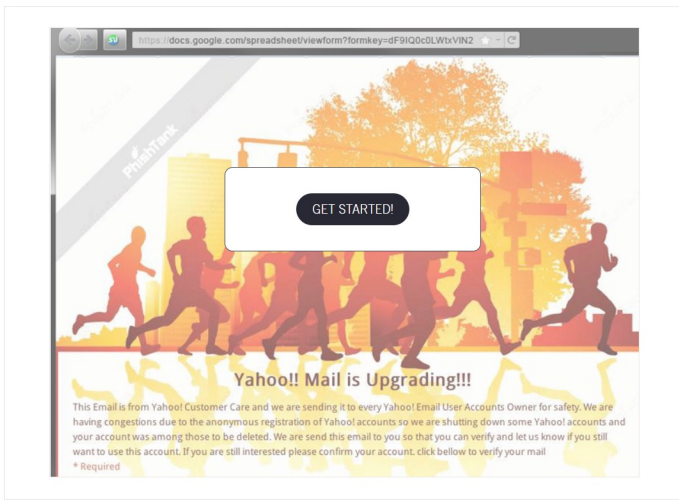
Five ways to avoid common scams:

1. Delete unsolicited emails.
2. Don't believe promises of money or prizes.
3. Question requests for donations.
4. Never disclose sensitive personal information via email.
5. Hover before you click.

PHISHING QUIZ

Think you can Outsmart Internet Scammers?

Ever wonder how good you are at telling the difference between a legitimate website and one that's a phishing attempt? Take this quiz to find out.



Send a short email to your instructor and copy (CC) yourself.

To: [Instructor's Email Address] **CC:** [yourself]

Subject: homework assignment #1

In the body, include:

WHY THIS COURSE IS IMPORTANT TO YOU...

In the signature, include:

- Full Name
- Address
- Phone number

**** Attach a picture you like. ****

Questions?

