

Intro to:
**Email, Social
Media + Privacy**



With funding from

Canada 

TECHMB 

what is email?



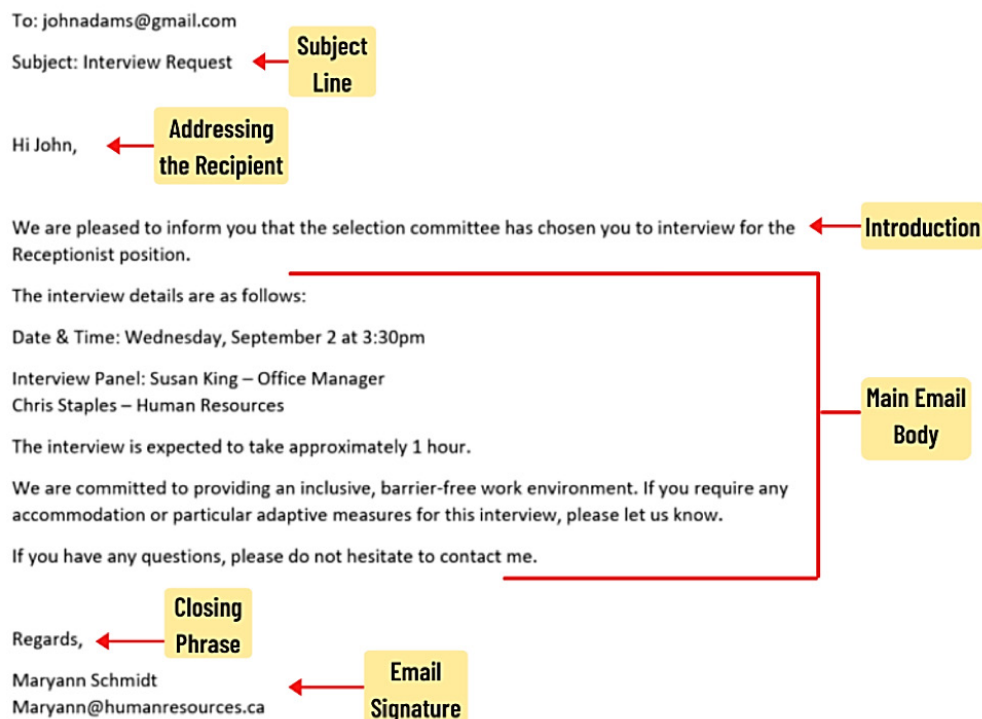
Email, or electronic mail is a method of exchanging messages between people using electronic devices over a network (the internet).

Email allows users to easily connect with friends and family around the world at low cost. Generally an email will include a body of text and even attached files such as images, documents, or media clips.

1. Circle the correct email address format:

- | | |
|-----------------------|-----------------------|
| a. username#gmail.com | c. username*gmail.com |
| b. Usernamegmailcom | d. username@gmail.com |

Structure of an email



2. In this sample email, who is receiving the email invitation for an interview? _____

Cc: versus Bcc:

When writing your email, you may notice that below the To field is **Cc and Bcc**.

To is where you will always enter your main recipient and Cc and Bcc are where you will enter recipients that you want to also receive the email, but they are not the primary contacts you are addressing.

| New Message |
|-------------|
| To |
| Cc |
| Bcc |
| Subject |

3. Between Cc and Bcc, which one is best for email privacy when sending an email to a large group of people?

Subject Lines and Body Text and Email Signatures

- Your subject line should be a short sentence that gives the recipient and indication of what your email is about. Be very clear and keep it to just a couple of words.
- Be sure to keep your emails short and concise, especially when writing professional emails. Always proof read and use the spellcheck function.
- Unless you are writing a newsletter or fun announcement email, avoid using fancy fonts and colours – especially when writing emails for work or when applying for a job.
- Consider creating an email signature, especially for professional emails. This should be well-formatted, not too long, and can include a logo or headshot.

Here are two professional but also creative examples:



Colleen Crane
Sales Manager [EMG Fine Furniture](#)
Phone: (204) 555-7259
Email: ccrane@EMGFineFurniture.ca
Website: www.EMGFineFurniture.ca

Robert Leif
Owner and Operator
Leif Landscaping

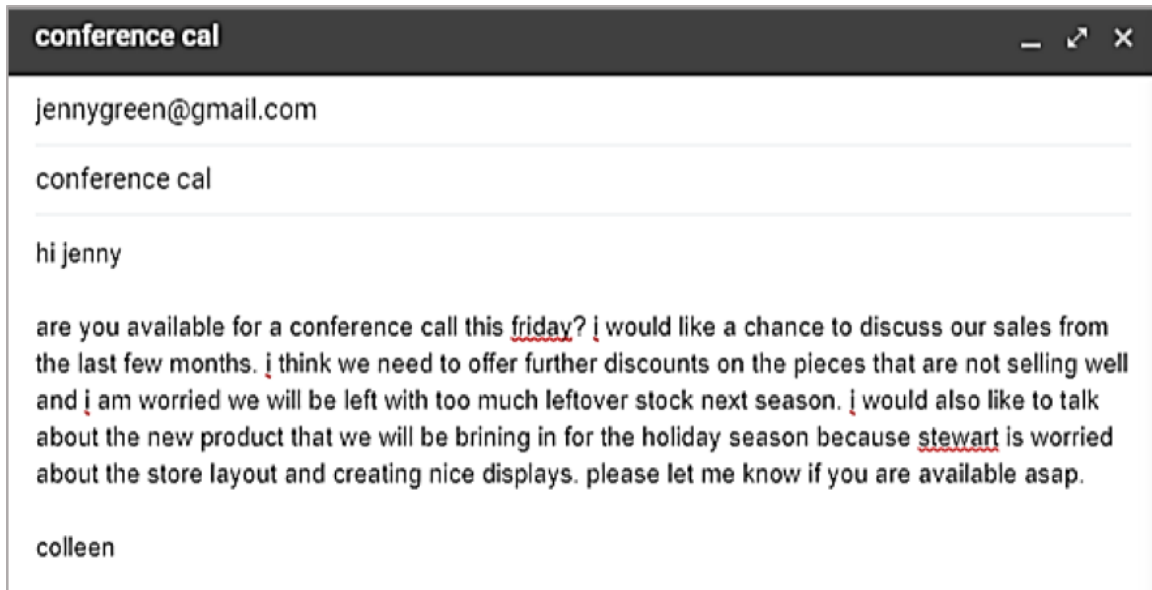
Phone: (431) 555-8444
Email: Robert@LeifLandscaping.ca
Website: www.LeifLandscaping.ca
Instagram: [@LeifLandscaping](https://www.instagram.com/LeifLandscaping)



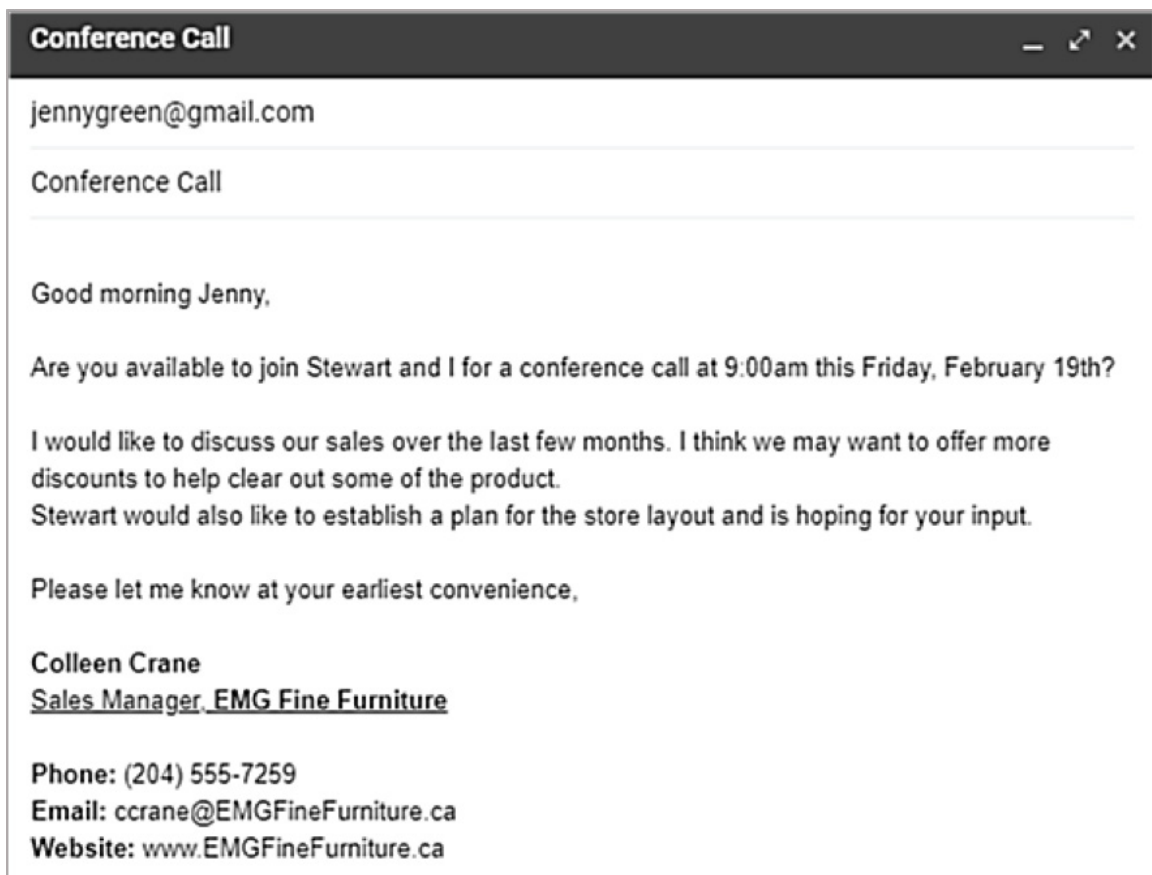
Leif
Landscaping

4. Which of these two emails is more professional? _____

a.



b.



Email Safety

Although Email can be a simple way to communicate with others, it does require some level of knowledge and safety.

Some good rules to keep in mind:

- DO NOT download or open any attachments from people or companies you do not know. They could give your computer a virus or Malware.
- Watch out for **Phishing** emails where criminals are trying to get you to give out your personal information.
 - Criminals will pretend to be a bank or company that looks familiar, look for spelling errors in the email address or incorrect logos.
 - As a rule, NEVER give out banking, credit card information, or passwords.
 - These criminals will often pretend your Amazon account, Netflix account, or even bank account needs you to enter payment or personal information and they will even create websites that look authentic.
- Even when emailing people you trust, never include sensitive personal information or financial information
- Always use strong passwords that have letters, numbers, and symbols to protect your accounts

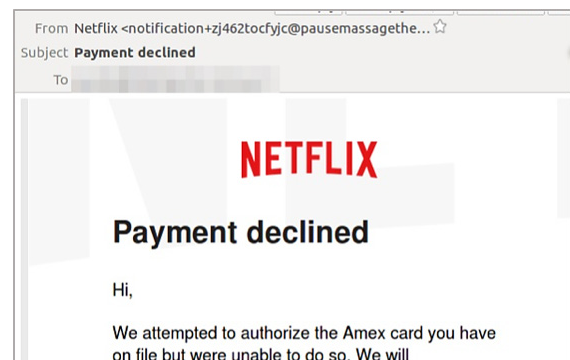
Try using a password generator website to create strong and safe passwords:

passwordgenerator.net/

5. Circle the STRONG passwords below:

- | | |
|---------------------|-----------------|
| a. S_M4@sT4QyAX#g}= | e. password |
| b. admin1234 | f. 23456789 |
| c. ilovemykid | g. sU~\S=/x7k(/ |
| d. A}2*p^UaB"^L | h. 987654321 |

If you are unsure if an email you have received is a scam, try googling it. For example, if you've gotten an email from Netflix that looks suspicious google search 'Netflix email scam' and you will often see lots of examples.



what is social media?



Social Media is an interactive platform – websites or apps - where people can create and share content.

Many people also use social media for Social Networking, connecting with other people with similar interests.

Connecting with people all over the world can be very exciting but also opens you up to a number of risks. Consider this when you are posting personal photos and remember to keep your personal information safe and private. Do not post your address, credit card information, or banking information.

It is important to remember that even if your boss or colleagues do not follow your social media accounts, they could possibly find them by Internet searching your name. You may want to make your social media profiles private.

6. Identify these Social Media platforms:



a. _____



d. _____



b. _____



e. _____



c. _____



f. _____

As with anything, there are Pros and Cons to Social Media:

Pros:

- Staying in touch with far away friends
- Professional networking
- Socializing
- Sharing news and ideas
- Connect with people with similar interests

Cons:

- Online Scams
- Privacy issues
- Cyberbullying
- Information permanence
- Lack of social development



Dangers of Social Media:

Social Media accounts are targeted more by hackers than email accounts. When you create your accounts, be sure to choose a strong password – avoid using family or pet names as passwords because if you use these names in a social media post a hacker can try using it to guess the password.

Anytime you post personal information on your accounts, hackers can use that against you.

Some information that Hackers or Identity Thieves target include:

- Passwords
- Bank account information
- Credit card numbers
- Information stored on your computer, like contacts
- Access to your computer without your permission
- Social Security Numbers – this is the key to identity theft, NEVER share this with anyone.

What to do if you get hacked:

- Change your password
- Notify your contacts that you're account has been hacked so they don't open any messages or links the hacker might send them
- Change the password on any accounts where you have used the same password and remember to never use the same password more than once
- Contact the website or app immediately to delete or reissue that account



How do Companies and Businesses use Social Media?

As a business, social media is great to spread the word about your product through affordable advertising. But as a social media user, it is easy to fall victim to influence suggesting you buy, view, or like a product.

For a low cost, many social media websites and apps sell the user data to companies for targeted marketing. This data includes things like:

- Age
- Gender
- Location
- Contacts
- Interests



Knowing this information, businesses can be smarter about their advertising.

All this information about you on the internet and social media is called your **Digital Footprint**, and it is a very hot commodity.

7. Think about your online accounts - What do you think your digital footprint says:



Did you know that Facebook, one of the biggest social media platforms that also owns Instagram and WhatsApp, has a record of everything you have ever done and posted on their website from the day you first created your account? Facebook was founded in 2004 – **That's A LOT of data!**



If you have kids or students, join Facebook and other platforms to understand how they work and to learn safe practices.

Each social media platform has different Privacy Settings and they change them often and write them in complex language. Search online for simplified versions of these agreements.



Digital Rights

Digital rights, closely linked to freedom of expression and privacy, are those that allow people to access, use, create and publish digital media, as well as access and use computers, other electronic devices and communications networks.

As our lives become more intertwined with the internet, we are also becoming more informed about our online privacy and rights. A number of organizations are now working towards informing people of their Digital Rights and are also rallying for companies to simplify the language they use in their User Agreements.

Many social media and software companies make it difficult for the regular person to understand these agreements and severely take advantage of that. How many times have you downloaded a new app and clicked **Agree** without reading the whole Terms of Service?

To learn more, visit the website for the Electronic Frontier Foundation:
www.eff.org



SURVEILLANCE
SELF-DEFENSE

TIPS, TOOLS AND HOW-TOS FOR SAFER ONLINE
COMMUNICATIONS
A PROJECT OF THE ELECTRONIC FRONTIER FOUNDATION

For their tips for online
Surveillance Self-Defense visit:
www.ssd.eff.org

How to Reduce your Digital Footprint

- Get Antivirus Software for your computer and keep it updated
- Clear your internet browsing history
- Browse online using Incognito Mode
- Add false information to your profiles
- Unsubscribe to email mailing lists
- Review your mobile apps. If you don't use an app, delete it
- Registers for accounts with different email addresses
- Think before you post!

8. What is the most important thing to ask yourself before posting on Social Media?

- | | |
|---|----------------------------------|
| a. Will this make me popular? | c. Will my friends think this is |
| b. Am I okay with everybody I know seeing this? | d. Did I check my spelling? |

9. When you get a friend or follow request what should you consider?

- | | |
|--------------------------------|-------------------------------|
| a. Let them add me, who cares? | c. Request, what's a request? |
| b. Do I know who it is? | |

10. What should you be aware of when setting up your privacy settings on social media?

- | | |
|--|---------------------------------------|
| a. Allow everyone to see my location | c. Location settings are switched off |
| b. Post photos of where I am when I am on my holiday | |

11. When is the best time to discuss your vacation and post pictures on social media?

- | | |
|---|--------------------------------|
| a. After you have returned home from vacation | c. When you are heading home |
| b. Before you go on vacation your safety | d. Anytime, it does not affect |

12. When you post something on the internet, how long does it stay there for?

- | | |
|-------------|------------|
| a. 6 months | c. Forever |
| b. 30 years | d. 5 years |

Answer Key

1. **Circle the correct email address format:**
d. username@gmail.com
2. **In this sample email, who is receiving the email invitation for an interview?**
John Adams, johnadams@gmail.com
3. **Between Cc and Bcc, which one is best for email privacy when sending an email to a large group of people?**
Bcc, Blind carbon copy
4. **Which of these two emails is more professional?**
Email b.
5. **Circle the STRONG passwords below:**
a. S_M4@sT4QyAX#g}=
d A}2*p^UaB"^L
g sU~\S=/x7k(/
6. **Identify these Social Media platforms:**
a. Tik Tok d. Snapchat
b. Facebook e. Youtube
c. Instagram f. LinkedIn
7. **Think about your online accounts - What do you think your digital footprint says:**
List anything from your age and gender to some of your interests.
8. **What is the most important thing to ask yourself before posting on Social Media?**
b. Am I okay with everybody I know seeing this?
9. **When you get a friend or follow request what should you consider?**
b. Do I know who it is?

10. **What should you be aware of when setting up your privacy settings on social media?**
c. Location settings are switched off
11. **When is the best time to discuss your vacation and post pictures on social media?**
a. After you have returned home
12. **When you post something on the internet, how long does it stay there for?**
c. Forever
-



About Tech Manitoba

Tech Manitoba represents the province's growing tech sector. They are an industry-led association that helps companies thrive and grow through collaboration, education and promotion. Tech Manitoba brings people together to share skills, explore ideas and build a strong community. Through programming, events, and building connections at a local, national and international level, they aim to stimulate economic growth in Manitoba, be the trusted voice of Manitoba's tech sector and foster a culture where members thrive and grow.

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