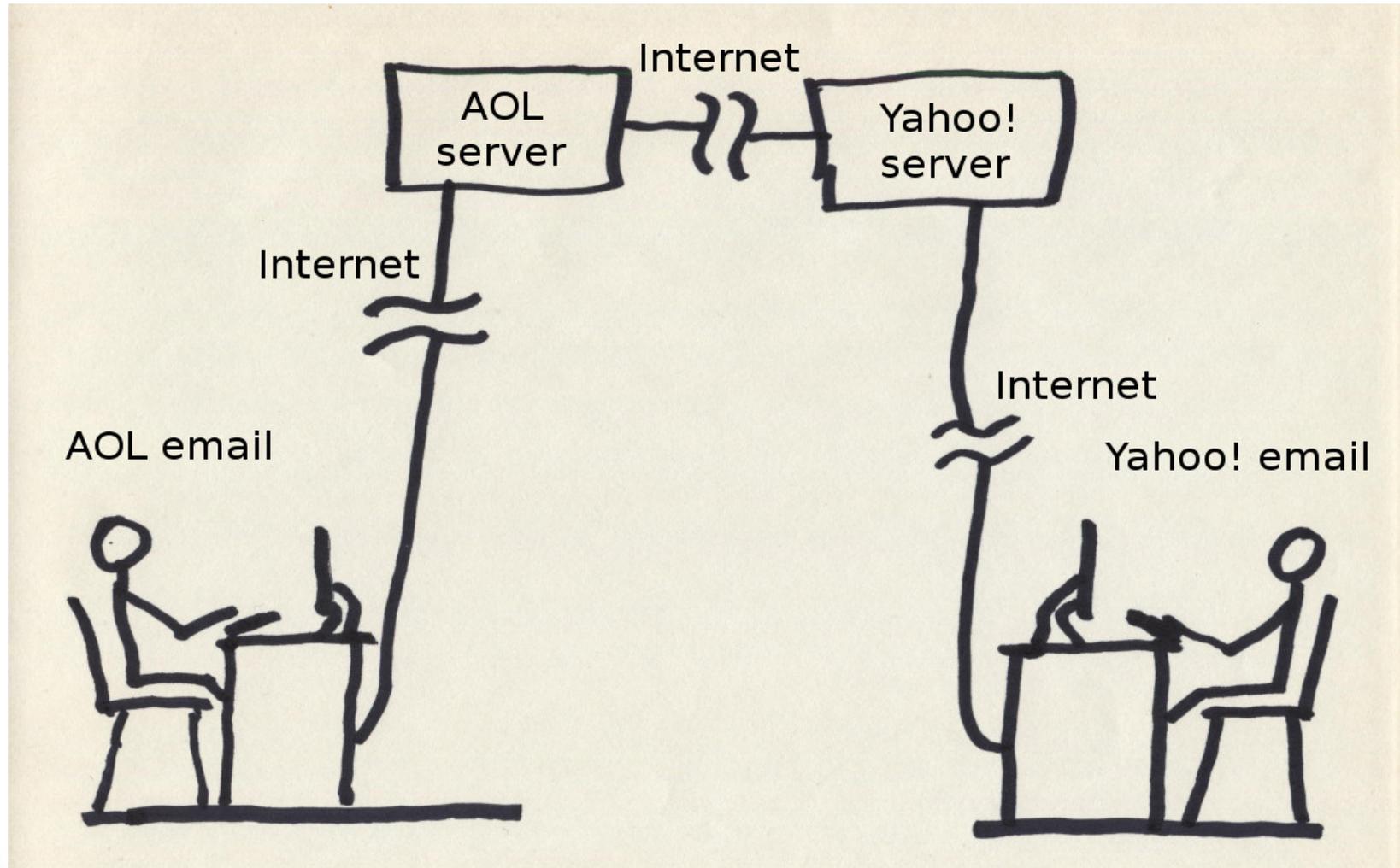# Email Strategies

Characteristics of the 2 email types:

- Webmail
- Local Client

Basic etiquette

Email Connection

Webmail
Remote email, accessed through your browser

- Uses browser: Internet Explorer, Edge, Firefox, Opra, Chrome, etc.

- Advertiser supported

- Stores email on remote server

- Slower switching between emails

- Single level email storage

- No setup required beyond signing up with the provider

- Local Internet Service Providers include: Comcast & AT&T

- Stand alone Webmail providers include: AOL, Google, Outlook (Hotmail), Yahoo!

Local Client
Email program running on your computer

- Program that runs on your computer: Outlook, Outlook Express, Thunderbird, Eudora, etc.

- No advertising

- Stores email on your computer. (should have a regular backup plan)

- Multilevel email storage (folders, sub folders, sub sub folders, . . .)

- Requires setup for each email provider, but it's really easy

- ALL your email can be in one place

- Uniform display and options, regardless of email provider

- Free email providers include: AOL, Google, Yahoo! Also, your ISP, but there is no guaranty of portability, should you change ISPs

Email Connection Protocols
Only a concern for Local Email Clients

- Incoming email

    - IMAP = Internet Message Access Protocol: All edit updates (saves) are sent to your remote email server

    - POP3 = Post Office Protocol, Version 3: Edit updates re-main on your local computer until email is sent

- Outgoing email

    - SMTP = Simple Mail Transfer Protocol

Which type to use?

Webmail

- You don't use email much

- You have only one or two email providers

- You don't save many emails

Local Client

- Paperless office

- Use email on a daily basis

- Don't want advertising cluttering your workspace (Larger useful screen area)

- Higher email volume

ISP supplied email

- Usually available in both Webmail and Local Client versions

- Usually provided at no extra charge

- ***No guarantee of portability*** if you change ISPs

Encrypted Email

- For more privacy and security

- End-to-end encryption

- Requires password on each of email transmission

- Encrypted email providers have their own servers, just like the regular email providers.

- For additional info on 3 free/paid providers, read this:

https://www.makeuseof.com/tag/3-secure-encrypted-email-providers-online

Email Etiquette

- Use Blind Copy (BCC) when appropriate, usually when emailing large numbers of people.

- Don't type in all upper case letters.

- Don't forward email just because the email says you should. The vast majority of those are hoaxes.

- More tips: http://www.netmanners.com/e-mail-etiquette-tips/