Internet Fundamentals

LECTURE-5

- Email management

Email: Numbers & Cost

- National Average
  - 48 emails/day
  - 93 hours
  - Yearly cost: $7,750

(based on $50,000 salary)

Figures from "Managing your Email"
John Wiley & Sons publisher

- High-Volume Average
  - 75 emails/day
  - 2.62 hours
  - Yearly cost: $21,830

(based on $50,000 salary)

Figures from "Managing your Email"
John Wiley & Sons publisher

Email Myth

- Email saves time – how we handle email
  - 20% read and quickly respond
  - 20% Workplace "spam"
  - 20% Business communication
  - 40% more complex. Requires more thought, reading, printing, filtering, filing.

Email Myth

- Email is instant communication
  - Only about 50% of email users read email immediately
  - Of those 50% about 30% will respond promptly depending on the topic

Email Myth

- Email is private and secure
  - Email has a long shelf-life
  - Email can be forwarded
  - Email can be subpoena'd
  - Email can be intercepted in transit
  - TIP: Don't email anything you wouldn't want to see on the front page of the NY Times.

Email Myth

- There's nothing I can do to manage the volume of email I receive.
    - Be judicious in the messages we send
    - Don't overuse email lists
    - Be cautious sending email attachments
    - Be cautious distributing your email address
    - Be conscientious subscribing to email groups

Managing my email

- Keep message brief and concise
  – Keep messages to four (4) screens or less.
- Always include a subject
- Use standard fonts
- Use bulleted lists to retain readers attention

Managing my email

- Use a "signature" for messages you send
  - Keep the signature clean and concise
  - Limit the amount of graphics it contains
- Limit the use of attachments with your email
  - If you must use limit the number with a message
- Be judicious when forwarding emails.

Managing my email

- Be thoughtful when sending humorous or "thought for the day" messages

- Ask yourself why when preparing to send an email.

Managing my Inbox

- Use folders to sort email by topic, category, etc.
- Use email rules to handle incoming messages
  - Send to folders
  - Color code

Managing my Inbox

- Use the archive feature to keep older messages without filling your Outlook account.

- Keep your sent and deleted items folders clean.

- Delete unneeded message immediately.

Managing my Inbox

- Put yourself on the University Spam Scanner

- Use the preview pane to quickly scan messages for importance

- Don't save attachments in your email account.

Legal Questions regarding email

- Never consider email private information
  - Emails in work email account is your employer's property and may be monitored
  - Email sent to others may be forwarded.
  - Email can be subpoena'd
  - Email can be intercepted

Legal Questions regarding email

- There is no such thing as "deleted email"
  - Technology exists to recover deleted items
  - Backups may exist
  - Others may have a copy

Legal Questions regarding Email

- Know your employer's policy regarding email use. Purdue's can be found on the web at http://www.purdue.edu/oop/policies/pages/information_technology/email.html

Instant Messaging

- Provides truly "instant" communication
- Presents many of the same issues email does – both management related and legal.

Email and You

Remember email is a tool to help you do your job. When it becomes more of a problem then a help it's time to re-evaluate how you are using your email.

Contact AgIT for assistance if you have questions.