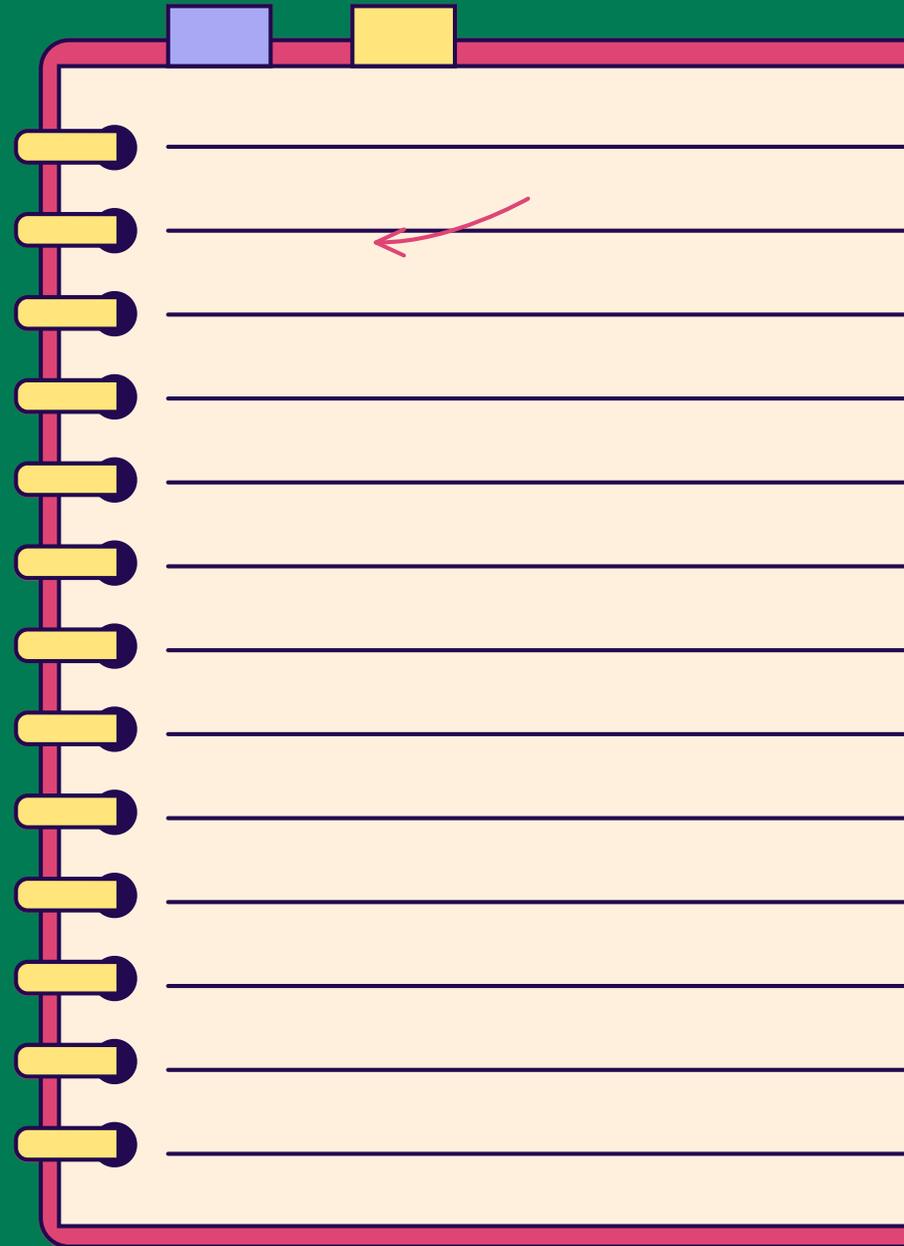


MODULE 4

CREATE AND MANAGE A MAILBOX

# CHAPTER 3

MANAGE EMAILS



# INTRODUCTION

In this chapter, you will learn how to use the different tools and methods to manage your emails. Indeed, once you create an email address and use it once or twice, you can quickly start receiving emails. Making a difference between emails received by specific people, newsletters or even spam is important, in order to properly classify emails and know what action to take accordingly.

We will cover these different concepts in this chapter, let's go!

# 1 NEWSLETTERS AND SPAM

## WHAT IS A NEWSLETTER?

It is the equivalent of a paper newspaper but specific to a brand or a company. In the form of an email, you receive on a regular basis information about the company, promotions, special offers, competitions etc. This can be sent on a daily, weekly, monthly or more basis.

### TO BE DISTINGUISHED FROM PHISHING

To be distinguished from phishing which has a scam aim whereas in the case of the newsletter, normally you have registered yourself (even if you are not always aware of it).



MODULE ALERT!

[Discover our module on this subject by clicking here!](#)

### TO BE DISTINGUISHED FROM SPAM

Spam or junk mail is unsolicited electronic communication, primarily via email. It is usually mass mailings for advertising purposes and sometimes also for fraud.

### HOW TO FIGHT SPAM?

[FOR BELGIUM](#)

[FOR FRANCE](#)

[FOR PORTUGAL](#)



## 2 SUBSCRIBE AND UNSUBSCRIBE TO NEWSLETTERS

Newsletters and other advertising messages are usually emails that we receive in bulk, without having really asked for them and without seeing the use of them for the most part. So how can we get rid of them?

### NEWSLETTERS: IT'S A SUBSCRIPTION

As explained, newsletters are like a paper newspaper. Therefore, we also receive them because we “subscribed” to them. Usually it is because you have browsed a website and, to access content, you had to enter your email address, or because you have downloaded or purchased something online and either you were forced to check a box indicating that you wish to receive information and promotions, or it was checked and you did not uncheck it. Also, you could also voluntarily subscribe to newsletters out of interest or being satisfied with the content (for example a press site that sends you the 5 recommended articles every day)!



### HOW TO UNSUBSCRIBE?

Whether you want to stop receiving them or simply change the frequency of receiving these emails, you can sometimes feel overwhelmed when these emails become too pressing. You will find a short tutorial explaining how to stop them in the following pages. Of course, if the content interests you, keep your subscription.

## 2 SUBSCRIBE AND UNSUBSCRIBE TO NEWSLETTERS

To unsubscribe or change your preferences (frequency, topics, etc.), the process will be the same. By default, when you subscribe to a newsletter you will receive a maximum of information, sometimes therefore from several newsletters.

1. **To change your preferences or simply unsubscribe and no longer receive anything**, you will need to look for the link in the email that allows you to do so and which is often worded in several ways: “**Unsubscribe**” “Modify my sending preferences” “Manage notifications” “Manage my preferences”.
2. Sometimes **the link is not highlighted: you have to find the right word and click in the right place**. Finally, it also happens that there are no unsubscribe links, in which case the company will provide an email address to write to to ask not to be contacted again.
3. Once you find the link, **bingo!**
  - **Click on it if you are sure that the email is secure.**



MODULE ALERT!

To verify that the link is trustworthy, follow our module on this subject by clicking here!

4. From there **you will have several options:**
  - Either the newsletter is the only one of the company, with a single frequency for all. In this case, clicking to unsubscribe will allow you to be unsubscribed directly.
  - Either you will still have to confirm that you wish to unsubscribe to actually do so (2 confirmations)
  - Either you will first have to select a reason why you no longer wish to receive it, before confirming and being, indeed, unsubscribed.
  - Or there are several newsletters attached to this company, and you will have to manually uncheck those for which you no longer wish to receive emails.

# 3 CLASSIFY YOUR EMAILS WITH LABELS

## WHAT IS A LABEL?

A label is a wording associated with emails, like a specific tag. Creating a label allows you to classify and organize your emails, in order to save time, quickly find your emails and be more productive. Indeed, via a search or a filter on the label, all the emails assigned to this label will be highlighted.

### TO DISTINGUISH FROM FILES

A folder is similar to a physical file: it allows you to store emails in files, and possibly sub-files (sub-folders). It also allows you to find your files easily.

When an email is left without a label, it is deleted, but this is not the case in a folder

### TUTORIAL: LABELS OR FOLDERS BY PLATFORMS

Below are links to tutorials for creating labels or folders to classify your emails according to your mailbox:

- [Labels: for Gmail \(Google\) mailboxes](#)
- [Create a folder in Outlook \(Microsoft\)](#)
- [Folders with Yahoo Mail](#)



# 4 CLASSIFY YOUR EMAILS WITH ACRONYMS

## WHAT IS AN ACRONYM?

An acronym is a tag, a color, that you put on an email to classify it. It's like putting a post-it of a specific color on a document to quickly classify the document or know what subject it deals with. Depending on the mailboxes, they can take different forms: small logo, flags, categories, etc.

### VERSION GMAIL (GOOGLE)

Gmail acronyms can be set to your needs and are called "tracking icons". Here we suggest you use them as acronyms to remind you what you need to do and where you are in the email. Some examples here but it's up to you to find what works for you.

### EXAMPLES

- The star could mark an important element.
- The exclamation point indicates that there is an action to be taken on your part.
- The small "v" indicates that the action has been completed and the email can be filed.
  - It's up to you to define your own legend!

Presets:	1 star	4 stars	all stars			
In use:	★	!	✓	?	i	★
Not in use:	★	★	★	★	!	»

# 4 CLASSIFY YOUR EMAILS WITH ACRONYMS

## WHAT IS AN ACRONYM? (GOOGLE VERSION)

An acronym is a tag, a color, that you put on an email to classify it. It's like putting a post-it of a specific color on a document to quickly classify the document or know what subject it deals with. Depending on the mailboxes, they can take different forms: small logo, flags, categories, etc.

### VERSION GMAIL (GOOGLE)

Gmail acronyms can be set to your needs and are called "tracking icons". Here we suggest you use them as acronyms to remind you what you need to do and where you are in the email. Some examples here but it's up to you to find what works for you.

### EXAMPLES

- The star could mark an important element.
  - The exclamation point indicates that there is an action to be taken on your part.
  - The small "v" indicates that the action has been completed and the email can be filed.
- It's up to you to define your own legend!

Presets:	1 star	4 stars	all stars			
In use:	★	!	✓	?	i	★
Not in use:	★	★	★	★	!	»

# 4 CLASSIFY YOUR EMAILS WITH ACRONYMS

## WHAT IS AN ACRONYM? (OUTLOOK VERSION)

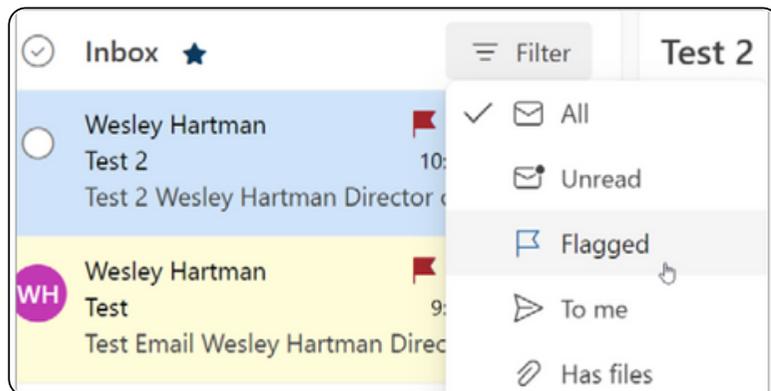
Outlook has two tools for tagging and tracking emails:

### THE FLAGS

Flags allow you to set priority in emails via a time management system.

By clicking on the flag, you can select a “smart” deadline (tomorrow, next week etc) or your own due date.

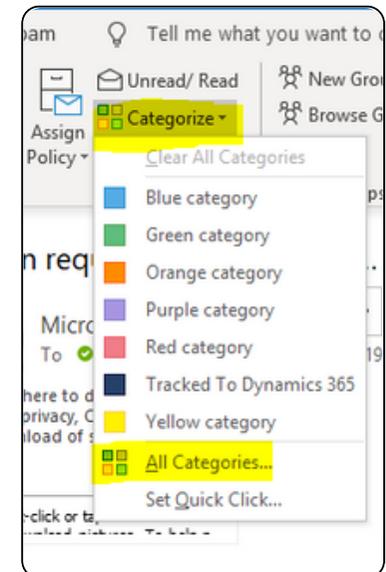
The flag symbol will be placed next to the email and will highlight the email with this deadline.



### THE CATEGORIES

Categories allow you to freely put tags on emails.

Here we suggest you use them as a follow-up point: “To do”, “To follow”, “Done!”, and any other possible actions that allow you to know where you are with the management of this email. Some examples opposite but it's up to you to find what works for you!



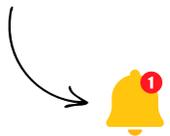
# 5 ATTACHMENTS

## WHAT IS AN ATTACHMENT?

An attachment is a document that accompanies the email. As if you were adding an appendix to a letter. It is very likely that when you receive an email, an attachment is attached to this email. Several actions are possible.

### BEFORE ANY ACTION: CHECK THE SENDER!

First of all, when you receive an email with an attachment you have to check if the sender is trustworthy. Indeed, one of the entry points for viruses and scams is through sending and opening an attachment. For more details on this subject:



MODULE  
ALERT!

To verify that the link is trustworthy, follow our module on this subject by clicking here!

### OPEN AN ATTACHMENT

Is the email recipient trustworthy? Let's go!

The terms for opening an attachment may be different from one mailbox to another, or placed differently, but the concepts are the same:

- View the attachment: Most email boxes allow you to view your attachment directly on the Internet by simply clicking on the document. In this case, a simple click on the document is enough.
- If you want to open the attachment in another tab, with another program or because the format is not visible directly, there are 2 options: either do an "open with" or download it.

# 5 ATTACHMENTS

## OPEN AN ATTACHMENT, 2 OPTIONS:

### OPEN ATTACHMENT (“OPEN WITH”)

Look for the “Open with” option and click on the button and select the program with which you want to open the attachment. The system will make some suggestions including a “recommended” format. It is usually best to choose this format, but you can use another one if necessary.

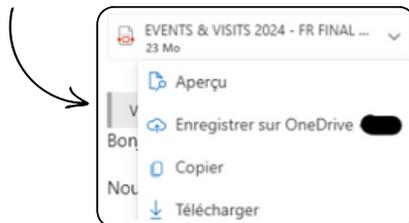
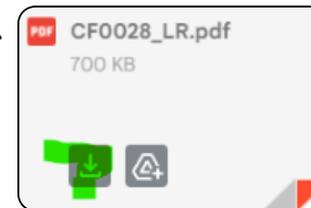
### DOWNLOAD ATTACHMENT

If the “open with” option is not available, or if you want to keep the attachment: the best thing is to download it.

1. Look for the “Download” button 

2. It is also possible to download:

- either by simply hovering the mouse over the document:
- either by clicking on a small arrow first and then selecting “download”.



By default, these downloads are saved directly to the “download” folder on your computer.



MODULE ALERT!

[Find out how to manage and store your data by clicking on the following module!](#)

# 5 ATTACHMENTS

## PRINT ATTACHMENTS

Finally, the last possible action with an attachment is to print it. If you want to print an attachment, you also have several options:

1. The first is to view the document in your mailbox and locate the “Print” button or the following symbol:  You then just need to start printing.
2. The second is to download the document, then open it and start printing.

