

## Preventing your emails from being recognized as SPAM (part 1)

### **Email Tip #10: My email is NOT spam! (Part 1)**

No one is immune from spam email. What you may find surprising is that due to the increased use of spam blocking software, legitimate emails are often mistaken as spam. Because these applications are "trained" to look for certain indicators, use the following guidelines to avoid being trapped in a spam filter or firewall.

Short subject lines trigger spam blocking software. Subjects such as Hi, Hello, or Miss You will likely be moved to a spam folder rather than the recipient's inbox.

However, leaving the email subject line blank can also trigger your recipient's spam filter.

An email with an attachment will probably be viewed as spam if the subject field is blank.

When creating a new email address for yourself, keep in mind that spammers often use lists of first names to generate email addresses. Spam blockers are trained to identify emails with names such as "*Bob@Example.com*" as spam.

Avoid words in your subject line such as offer, free, friend, \$ or similar terms that may sound like an advertisement or solicitation.

***Summary: Keep your subject line short enough to be informative -- but not so short as to target the email as spam Avoid leaving the subject field blank, and never include an attachment to an email without inserting text in the subject line.***