



Soliciting Web Site Submissions

Web sites are only as good as the information that they contain, and you, as a webmaster, are dependent upon your District counterparts to provide your District site's content. Receiving the information in a ready-to-publish format will make the process of updating your site much more efficient. The Information Technology Committee suggests you communicate the following guidelines to the individuals responsible for submitting Web site materials.

Documents

- Text only (not for download) – save file as .txt
- Text or Text and Images (available for download) – save as .doc, .docx or .pdf
- Form template (available for download) – save as .doc or .docx
- Documents intended for printing – save as .pdf

Images

- Logo or Photo (not available for download) – save as .jpg or .png, 72 dpi
- Logo or Photo (available for download) – save as .jpg or .png, 300 dpi

Notes:

- You, as the webmaster, should not be responsible for proofreading submissions. Explain to District personnel that text will be published as it is submitted.
- You may need to communicate specific character size and font, as well. This is especially helpful if you follow a style sheet.
- If you receive a request that is beyond your technical capabilities, don't hesitate to communicate this with District personnel. You may wish to include specifications of what technical skills you are capable of executing.
- LWML logos are copyrighted, and are not to be distributed without permission. If you or someone in your District wishes to make an LWML logo available for download by Web site visitors, you must first contact Norine Stumpf, LWML Business Manager. Downloadable logos will be made available on the Logos and Style Sheet page of lwml.org.
- Images solicited from outside sources, such as a graphics Web site, should not be used without permission from the copyright owner. District personnel should include documentation with such images to support authorization of use.
- Microsoft ClipArt is copyrighted. It is not permissible to use ClipArt.

Understanding Your E-mail Platforms

Electronic mail (e-mail) has revolutionized the world of communication. Given the amount of information that is shared via e-mail, it is important to understand the different platforms for accessing e-mail. There are two primary types: web-based mail servers and POP3 servers.

Web-based e-mail (webmail) servers utilize the Internet to send, receive, and

store e-mail messages. Webmail can only be accessed through a Web browser, such as Internet Explorer. The most popular webmail providers are Yahoo! Mail, Windows Live Hotmail, Gmail and AOL Mail. Because webmail is stored on the Internet, you can check your webmail account on any computer in the world. This flexibility and ease of access is the primary advantage of webmail.

Webmail does have some disadvantages, though. Because webmail is serviced by a third-party provider such as Yahoo!, you have no control over the content or backup features. This means that you cannot save your webmail messages to your personal computer's hard drive or to a portable memory device, like a USB memory stick. If the third-party provider's system fails or falters, your webmail is at risk for being lost.

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In addition, webmail does not allow you to take advantage of e-mail links on Web pages. For example, if you are visiting the Contact Us page on the LWML Web site (http://lwml.org/about_us/lutheran-women-in-mission-contact-us.htm), and want to e-mail the webmaster, you will not be able to click on the e-mail address hyperlink provided on the page. Instead, you will have to copy and paste the e-mail address into your webmail message.

Another disadvantage is webmail's security. Unless you establish a complex password (see Tips for Writing a Complex Password), your webmail account is not as secure as a POP3 account, and it is more likely to be invaded by a computer hacker.

A POP3 e-mail server provides a user with temporary Internet access through a dial-up, digital, or wireless network in order to retrieve e-mail messages, which are then stored on your personal computer using a program like Microsoft Outlook, Entourage or Windows Mail. POP3 e-mail can be backed-up, and messages are saved on your personal computer. POP3 servers allow you to take advantage of e-mail hyperlinks, like those on the LWML Contact Us page, and are compatible for download to a Smartphone (for example, a BlackBerry). And, POP3 e-mail is more difficult to hack into, because the hacker would have to access your personal computer.

The primary disadvantage of a POP3 server is that it limits e-mail access to a single computer. This means that if you own both a desktop and laptop computer, you will not be able to access your desktop e-mail account on your laptop. This is because each POP3 server has a unique identifier that is associated with the individual computer. For example, if you have both a landline phone and a cellular phone, each phone has a unique number, and dialing your landline phone number will not cause your cell phone to ring.

Another disadvantage is that POP3 servers require you to be responsible for backing information up. If you forget to save information or create a back-up of your important messages, and your computer crashes, you will have lost everything.

There are some hybrid systems that will allow access to e-mail on both the Internet and your personal computer. For example,

your employer may utilize a server that is tied to your work computer via Microsoft Outlook, but is also accessible to you from your home computer when you log in to your employer's Intranet.

Information for this article was obtained from Email Options by Wendy Greiner of QComputers, Mankato, Email Marketing Reports (<http://www.email-marketing-reports.com>), and Wikipedia (<http://en.wikipedia.org>).

- *E-mail is never a guarantee*—always respond 'received' if you can't get to an e-mail message immediately. If you are sending an important e-mail, and do not receive a 'received' reply, send another e-mail and/or make a phone call to the person who needs to have the information.

E-mail Principles to Live By

- *E-mail is not private*—never send passwords or credit card numbers through e-mail. Sensitive information sent via e-mail can be easily picked up.

- *E-mail does not show emotion*—make sure to read through e-mail with a critical eye before sending. E-mail can be misconstrued easily, because the reader cannot see facial expressions. To express emotion on e-mail, use emoticons (see E-mail Emoticons and Abbreviations).

- *E-mail accounts can be overwhelming*—always use a descriptive subject in your e-mail subject line to distinguish your e-mail. Many SPAM filters will get rid of e-mails without a subject line and many instructors teach students to NOT open e-mails without a subject

- *E-mail is multi-conversational*—many different topics can be discussed at one time in multiple e-mails. Always include all of the previous parts of an e-mail conversation in your current e-mail. This will help the end-user to focus quickly on the topic at hand and not feel 'out of the loop.'

- *E-mail is a useful tool*—to keep it this way, avoid forwarding jokes, stories and cute sayings, which are often overused and can propagate more junk mail.

Information for this article was obtained from *Email Options* by Wendy Greiner of QComputers, Mankato.

Emoticons and Abbreviations

Some of the most common emoticons and abbreviations used in e-mail to express emotion or clarify meaning include:

LOL = "Laugh Out Loud"

ROFL = "Rolling on the Floor Laughing"

FYI = "For Your Information"

BTW = "By the Way"

IDK = "I Don't Know"

TMI = "Too Much Information"

:) = Smiling face

:(= Frowning face or Sad

:| = Apathetic or Not happy or sad

;) = Wink – often means you are joking

^.^ = Happy

:-O = Surprised

Information for this article was obtained from *Email Options* by Wendy Greiner of QComputers, Mankato.

Tips for Writing a Complex Password

1. Use a password with at least eight characters

2. Use a combination of letters (both upper- and lower-case), numbers and symbols

3. Choose a passphrase (a password with spaces or underscores (_) in it)

Examples: (note: DO NOT use any of these as your password!)

L00k2J35Us (Look to Jesus)

Tym3_2_5hoP (Time to shop)

K33p 5m1L1ng! (Keep Smiling!)

If you would like to test the strength of your password, click on Member Login but do not log in; instead click on "Register for Access". On the registration page, type your current password in the Password box. If you do not get at least a Strong test result, you may want to consider resetting your password. To do that, click on Member Login again; click on the "Forgotten Password?" link and follow the Password Reset Wizard steps.

More suggestions for creating a secure password can be found in the "Secure Passwords" article of the February 2009 edition of *Cyber Scoop for Webmasters* available on www.lwml.org (Resources > Webmasters > Cyber Scoop Archives).