



# [U]TECH

UNIVERSITY TECHNOLOGY

## Technology Overview

Office of Emeriti Affairs

# Agenda

- Gmail Labels and Filters
  - What they are and how to create them
- Social Media
  - What are the differences between Facebook, Twitter and Instagram and how to create an account
- Digital Security
  - Tips and techniques to secure your digital life
- Tips and Tricks
- One-on-One Assistance

# Gmail Labels

Labels work like folders, but you can add multiple labels to a message.

Settings

General **Labels** Inbox Accounts and Import Filters and Blocked Addresses Forwarding and POP/IMAP Add-ons Chat Advanced

System labels	Show in label list	
Inbox		
Starred	<a href="#">show</a>	<a href="#">hide</a>
Snoozed	<a href="#">show</a>	<a href="#">hide</a>
Important	<a href="#">show</a>	<a href="#">hide</a>
Chats	<a href="#">show</a>	<a href="#">hide</a>
Sent	<a href="#">show</a>	<a href="#">hide</a>
Drafts	<a href="#">show</a>	<a href="#">hide</a> <a href="#">show if unread</a>
All Mail	<a href="#">show</a>	<a href="#">hide</a>
Spam	<a href="#">show</a>	<a href="#">hide</a> <a href="#">show if unread</a>
Trash	<a href="#">show</a>	<a href="#">hide</a>

Categories	Show in label list		Show in message list	
Categories	<a href="#">show</a>	<a href="#">hide</a>		
Social	<a href="#">show</a>	<a href="#">hide</a>	<a href="#">show</a>	<a href="#">hide</a>
Updates	<a href="#">show</a>	<a href="#">hide</a>	<a href="#">show</a>	<a href="#">hide</a>
Forums	<a href="#">show</a>	<a href="#">hide</a>	<a href="#">show</a>	<a href="#">hide</a>
Promotions	<a href="#">show</a>	<a href="#">hide</a>	<a href="#">show</a>	<a href="#">hide</a>

Labels	Show in label list		Show in message list	
<input type="button" value="Create new label"/>				

**Note:** Removing a label will not remove the messages with that label.

# Gmail Labels

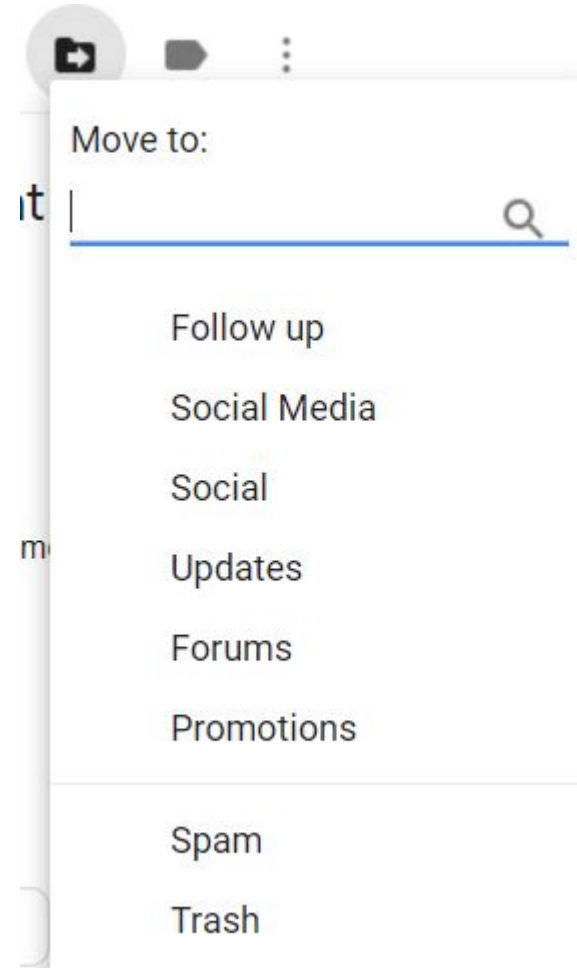
Labels work like folders, but you can add multiple labels to a message.



The image shows a 'New Label' dialog box with a close button (X) in the top right corner. The title 'New Label' is at the top left. Below the title is the instruction 'Please enter a new label name:' followed by a text input field. Underneath is a checkbox labeled 'Nest label under:' and a dropdown menu. At the bottom right, there are two buttons: 'Cancel' and 'Create'.

# Gmail Labels

If you move messages to a label folder, you can only select one folder.



# Gmail Filters

- Filters are rules for how Gmail handles incoming email
- Rules tell Gmail how to manage your email for you, letting you automate the process of organizing your inbox



# How to Create Filters

Search mail

Settings

General Labels Inbox Accounts and Import **Filters and Blocked Addresses** Forwarding and POP/IMAP Add-ons Chat Advanced Offline Themes

The following filters are applied to all incoming mail:

Select: All, None

Export Delete

[Create a new filter](#) [Import filters](#)

The following email addresses are blocked. Messages from these addresses will appear in Spam:

You currently have no blocked addresses.

Select: All, None

Unblock selected addresses

# How to Create Filters

The screenshot displays the Gmail interface. On the left, the navigation sidebar includes 'Compose', 'Inbox', 'Starred', 'Snoozed', 'Sent', 'Drafts', 'More', and 'Mark'. The main area shows an email titled 'Thank You for Signing Up to Receive L.L.Bean Emails' from 'L.L.Bean <llbean@e1.llbean.com>'. The email content includes a welcome message and the L.L.Bean logo. Below the logo are navigation links for 'CLOTHING', 'FOOTWEAR', 'OUTDOOR EQUIPMENT', 'BAGS & TRAVEL', 'HOME GOODS', and 'SALE'. A large image shows people camping around a fire, with the word 'Bean' overlaid. A context menu is open over the email, listing actions such as 'Reply', 'Forward', 'Filter messages like this', 'Print', 'Add L.L.Bean to Contacts list', 'Delete this message', 'Block "L.L.Bean"', 'Report spam', 'Report phishing', 'Show original', 'Translate message', and 'Mark as unread'.



# How to Create Filters

from:(llbean@e1.llbean.com) ×

From llbean@e1.llbean.com

To

Subject

Has the words

Doesn't have

Size greater than MB

Has attachment  Don't include chats

Create filter [Search](#)

# How to Create Filters

**From:** Filter emails sent from a specific email address

**To:** Filter emails sent to a specific email address

**Subject:** Filter emails that use a specific subject line

**Has the words:** Filter emails that contain specified keywords

**Doesn't have:** Filter emails that don't contain specified keywords

**Size:** Filter emails larger or smaller than a specific size

**Has attachment:** Filter emails that include an attachment

**Don't include chats:** Ignore Hangouts chats when applying filters

# How to Create Filters

from:(llbean@e1.llbean.com) ×

← When a message arrives that matches this search:

- Skip the Inbox (Archive it)
- Mark as read
- Star it
- Apply the label: [Choose label...](#)
- Forward it [add forwarding address](#)
- Delete it
- Never send it to Spam
- Always mark it as important
- Never mark it as important
- Categorize as: [Choose category...](#)
- Also apply filter to 1 matching conversation.

? [Learn more](#)

[Create filter](#)

# How to Create Filters

**Skip the inbox:** Archive the email so it doesn't appear in your inbox

**Mark as read:** Have the email appear in your inbox as an already-read item

**Star it:** Automatically star the email

**Apply the label:** Apply a specific label to the email

**Forward it to:** Automatically forward the email to a different email address

**Delete it:** Send the email to the trash

# How to Create Filters

**Never send it to Spam:** Prevent Gmail from tagging the email as spam

**Always mark it as important:** Automatically tag filtered emails as important

**Never mark as important:** Tell Gmail not to tag filtered emails as important

**Categorize as:** Automatically categorize filtered emails

**Also apply filter to matching conversations:** Automatically applies the selected conditions to every email in your account (new, archived, and deleted) that match the selected filter criteria

[case.edu/utech/lynda](http://case.edu/utech/lynda)



Facebook (FB)



Instagram (IG)



Twitter

<b>Monthly Active Users</b>	2.27 billion*	1 billion†	326 million‡
<b>Typical User</b>	Everyone!	Younger adults	Leans toward younger adults
<b>What's the focus?</b>	Text, pictures, and video are equally used	Pictures and video are main focus, text is secondary	Text is main focus, pictures and video are secondary
<b>Are #hashtags important?</b>	Can be used, but not important	Yes	Yes
<b>Distinguishing Features</b>	Reactions to posts; separate messaging app; larger focus on video	Apply filters to photos	Text is limited to 280 characters

# Concept of Social Media: Creation vs. Consumption

When you use social media you can do two things: **create** content and **consume** content.

- **Creating** content includes posting an update, sharing a photo, and commenting on someone's content. Where you create content can vary depending on the platform. Who sees what you post is controlled by privacy settings on your account.
- **Consuming** content includes browsing friend's profiles, searching for a topic, or scrolling through a collection of posts. This can be a curated or explorative experience, depending on where you look.

## Facebook (FB)

## Instagram (IG)

## Twitter

<b>Your Personal Account</b>	Wall	Profile	Profile
<b>Your Consumable Content</b>	Timeline	Feed	Feed
<b>Where can you make a posting?</b>	Your wall, friend's walls*	Your profile	Your profile



# Concepts of Social Media: Following and Followers

When you use social media, you can **follow** other people. People who follow you are called your **followers**. This terminology varies depending on the platform.

	Facebook (FB)	Instagram (IG)	Twitter
Who You Follow	Friends, Pages, Groups	Profiles	Profiles
Who Follows You	Friends	Followers	Followers

# Additional Social Media Lingo

**Feed**

Twitter, Instagram

A view of tweets or posts made by accounts you follow

**Timeline**

Facebook

A view of posts made by accounts you follow

**DM**

A direct message, sent privately between two or more users

**Tweet**

Twitter

Postings made by users

**Retweet**

Twitter

To share or forward a tweet made by another user to your followers

**Post**

Facebook, Instagram

Postings made by users

**Share**

Facebook

To share or forward a post made by another user to others

**Like**

A feature that allows users to express that they enjoy with a visual indicator

**React**

Facebook

A feature that allows users to express their opinions with a variety of visual indicators

# Social Media: Facebook



- Post comments, photos, videos, and links to interesting content on the web

## Key Features

- Allows you to upload photos and maintain photo albums that can be shared with your friends
- Supports online chat and messaging, and the ability to comment on your friend's profile pages to keep in touch
- Stream video live using Facebook Live
- Save posts and archive in a Collection

## Privacy Options

- Allows you to maintain a friends list and choose privacy settings to tailor who can see content on your profile
- Posts can be made to just your friends, to the public, or to a variety of customizable lists

# Social Media: Instagram



- Made for sharing photos and videos from a smartphone
- Owned by Facebook

## Key Features

- Can interact with other users by following them, being followed by them, commenting, liking, tagging, and private messaging
- Can save the photos you see on Instagram
- While you can view posts on your computer, you can post to Instagram only from a mobile device
- Dual posting capability with Facebook

## Privacy Options

- Select whether or not to make your posts public. If not public, other users will need to follow you in order to see your posts in their own feed.

# Social Media: Twitter



- Online news and social networking site where people communicate in short messages

## Key Features

- Twitter and tweeting can be described as microblogging
- A blend of instant messaging, blogging, and texting, but with brief content and a broad audience
- Big appeal is how scan-friendly it is: you can track hundreds of interesting Twitter users and read their content with a glance

## Privacy Options

- Select whether or not to make your tweets public. If not public, other users will need to follow you in order to see your tweets in their own feed.

# Digital Security

## How to Keep Your Systems Safe

- Keep your systems up to date
- Place a lock on your phone– PIN, touch, eye/face ID
- Review Privacy settings on your phone
- Use a VPN especially when using free wifi in public areas
- Avoid Third-Party app stores! Only use Apple and Google app stores!

# Digital Security

## Passwords

- Use a password manager such as LastPass or 1Password
- Create long passwords/passphrases and complicate them
- Different passwords for every service
- Don't store passwords in browsers
- If available, add two-factor authentication
- Set up your recovery settings

# Digital Security

## Browse in Private

- Reduce the amount of information collected on you by retailers and advertising companies by using Incognito/InPrivate/Private mode of browsers
  - DOES NOT block Google from recording search history, hiding location from visited websites, or shielding browsing from internet provider
- Use alternative search engine, such as DuckDuckGo, which emphasizes protecting searchers' privacy



# Tips and Tricks

- Use accessibility features to change the font size on a device
- Extend your phone's battery life using low power mode/battery saver mode
- Use the spacebar on your phone to move the cursor in text
- Use phone's camera to take pictures of:
  - your pantry or refrigerator before shopping
  - your luggage before checking your bag
  - your travel documents
  - your prescription bottles
- Use PhotoScan app to take pictures of pictures
- Use SkyView app to identify star constellations

# Tips? Questions?