MITIGATING SPAM WITH SIMS INTOUCH

What is Spam?

Email is treated as spam if the recipient mailbox believes the email to be unsolicited, irrelevant, or sent in bulk to a mailing list of people where recipient mailboxes have marked the emails as Spam, if the mailbox is dormant, or if the receipts email is invalid.

What Mailboxes do to decide if emails should be treated as spam?

To stop you receiving unwanted emails, and to help protect you against malicious emails many mailbox providers deploy the following methods to filter out messages:

- Spam protection - sends spam emails directly to the Spam folder and can block them in future
- Filters - automatically sort incoming messages to different folder
- Block Addresses - stop email from email addresses or domains that you select
- Safe Sender - for email addresses or domains that you select
- Image blocking - prevents spammers from knowing you opened their email and protects you from looking at images you don't want to see
- Word of mouth - if recipients tell a mailbox provider an email is spam this will impact the sender's reputation and can cause future emails from the domain entering spam filters.

From time to time spam filters put legitimate email into your spam folder, which may be because other users have marked similar emails as spam. If you seem to be missing emails or you haven't got an email you were expecting, check the Spam folder first. And make sure the sender email address is included as a safe sender.

How can we avoid being treated as Spam?

The nature of how email is used within schools means emails are generally sent in large volumes over a very short spaces of time (e.g. the schools closed/ here's this week's newsletter).

From time to time this can cause issues with mailboxes treating the email as spam. Depending on the policies of the mailbox filtering and users' preferences this can do 1 of 2 things; Send the email to Junk or directly delete the email.

Where issues are reported to us that emails have not reached parents, we will escalate this to the respective mailbox provider (e.g. Microsoft, Google, BT etc.). However, there is only so much we can do to resolve the solution. Instead the resolution often requires the cooperation from the affected recipient parent as we do not hold a customer relationship with the mailbox provider.

Hints and Tips on reducing Spam

There are several ways schools can reduce the chances of emails being flagged as spam:

- Make sure parents are aware of the school's email address to avoid the email being flagged as spam.

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- Ensure that mailing lists do not contain inactive or dormant addresses. This will increase bounce rates and can damage your deliverability as continuing to send emails to inactive or dormant address will eventual flag your emails as spam.
- An ‘active listening’ campaign can be a great way to identify if your mailing list is up to date by seeing if parents responds to the email. If parents don’t respond you may have an out of date email.
- Paying attention to the contents of the email can also be key. The subject line and the body of the email can be the difference between an email being flagged as spam or not.

Recommendations to Schools

- Please ensure your mailing lists contains current email address
- Let your parents know that school emails will be sent by InTouch
- Tell your parents to add your school InTouch email address <**your_school_dfe_number**>**@capita-intouch.co.uk** as an approved sender
- Tell you parents to please check spam/junk folder for any school emails they may have missed – if they are in spam/junk folders please ask them to mark as safe

Adding InTouch as a Safe Sender

To stop emails from SIMS InTouch being categorised as spam you can manually add your school SIMS Intouch email to your mailbox "safe senders" list.

Below details how to add an email to your safe sender list from the most common mailboxes:

Outlook/ Hotmail

1. At the top of the page, select Settings > Mail.
2. Select Mail > Accounts > Block or allow.
3. To add an entry to **Safe Senders** and Recipients, enter the email address or domain that you want to mark as **safe** in the Enter a **sender** or domain here text box. ...

BT Email

1. From the **Settings** tab, select the **Safe** senders" folder and click on the **Add** button
2. Add the email address you want to mark as safe and click **Save**
3. After a confirmation message the email address will be added to your list of safe senders

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Apple Mail

1. Open the email from the sender you would like to add to the safelist.
2. Click on the sender's email address at the top of the email
3. A list of options will appear on a drop down
4. Click on "Add to Address Book"
5. Your sender will be automatically added to your Apple Mail safe senders list.

Gmail

1. Select Actions from the toolbar at the top of the screen.
2. Select Junk E-mail.
3. Select Junk E-mail Options...
4. Click the Safe Sender tab.
5. Click Add.
6. Type in the email address you wish to add to your safe sender list.
7. Click OK.

Yahoo! Mail

1. Click on the address book icon under the Yahoo! mail logo. (When you mouse crosses it, it will say Contacts.)
2. Click New contact.
3. Provide a suitable name and type (or copy and paste) the email address:
4. Click Save.

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