

10 Steps to Prevent Spam

1. Keep your email software updated in order to capture all recent built in protections.
2. Never click a link in a spam email, not even the “Opt Out” button as this is often a ploy and allows the spammer to confirm that your is a valid email address.
3. Never forward an email from someone you don’t know to a list of people. This has been a very successful tactic in the past for spammers. We have all received those “send this to 20 people you know and something very good will happen to you” messages; again tactics by spammers to confirm your email address and collect additional emails from those you know.
4. Signup for a free email account through Hotmail, GMail, Yahoo or any other service and use this account for any website registration and newsletter signups.
5. If you have your own domain name, such as yourbusinessname.com don’t use your email for registering at websites rather create a domain name specifically for this purpose such as information@yourbusinessname.com.
6. Don’t use any of the national email providers as your **primary** email address such as Hotmail / MSN / Earthlink. These email addresses are often blocked by recipients spam filters (john12@aol.com; john13@aol.com)
7. Never use your email address as a screen name for instant messaging, chat rooms, or blogs. This leaves no question as to the legitimacy of your email address to human and automated harvesters.
8. Before registering on a website be sure that you can opt out in the future from receiving emails. You can usually find this information in the “Privacy Statement” on the site. You might want to use that email address you created in step 4 above.
9. Don’t put your email address in plain text on your website rather include it as an image or use javascript to display.
10. Update your spam filter each time you begin to see new types of spam. For businesses with a server and multiple users, spam can clog up your pipeline.