Spam Strategies

Basic Strategies to Ensure You Receive NOA Emails

1. Have all the main NOA email addresses in your Contacts, particularly:
   - Membership Officer - membership@navalofficer.com.au
   - Treasurer - treasurer@navalofficer.com.au
   - President - president@navalofficer.com.au
   - Newsletter - newsletter@navalofficer.com.au
   - Secretary – secretary@navalofficer.com.au
   - IT Resources Officer – webmaster@navalofficer.com.au
2. Depending on your email client process, as per broad instructions below, mark the domain **@navalofficer.com.au** or individual email addresses above as Safe Senders. This process is commonly called "whitelisting".
3. Regularly check your Junk or Spam folders and move authentic emails to your Inbox. This assists system learning but does not guarantedd future delivery to Inbox.

🛡️ Do Email Clients Block or Spam Emails from Known Contacts?

Generally, **most email clients and services do *not* treat emails from addresses in the recipient's contact list as spam**. In fact, being in someone's contact list is often a **positive signal** that helps your email land in the inbox. However, this isn't a guarantee.

📬 Why Emails from Contacts Might Still Be Marked as Spam

Even if you're in the recipient's contacts, your email could still be flagged due to:

- **Poor sender reputation** (e.g. your domain or IP is blacklisted)
- **Spammy content** (e.g. excessive use of "free," "guarantee," or suspicious links)
- **Attachments or formatting issues** (e.g. large images, all caps, or strange fonts)
- **Low engagement history** (e.g. recipient rarely opens your emails)
- **Technical misconfigurations** (e.g. missing SPF, DKIM, or DMARC records)

🧠 How Spam Filters Actually Work

Spam filters use a mix of:

- **Content analysis** (keywords, formatting, links)
- **Sender reputation** (IP/domain history)
- **Machine learning** (patterns learned from user behaviour)
- **Header and metadata checks**3

📨 Email Clients and Their Behaviour

Here's how some major email platforms handle this:

Email Client	Treats Contacts as Safe?	Notes
Gmail	✅ Usually	Still uses spam filters; contact status helps but doesn't override them.
Outlook/Hotmail	✅ Usually	Outlook's filters are aggressive; contact list helps but isn't foolproof.
Yahoo Mail	✅ Usually	Similar to Gmail; contact list is a positive signal.
Apple Mail (iCloud)	✅ Usually	Relies heavily on sender reputation and user behavior.
Thunderbird	⚠️ Depends	Uses external spam filters (e.g. SpamAssassin); contact list may not be enough.

✅ **Best Practices to Stay Out of Spam**

- Ask recipients to **whitelist** your email or mark it as "Not Spam"
- Use **clean HTML formatting** and avoid spammy language
- Maintain a **good sender reputation** and avoid sending bulk emails from personal accounts

Whitelisting

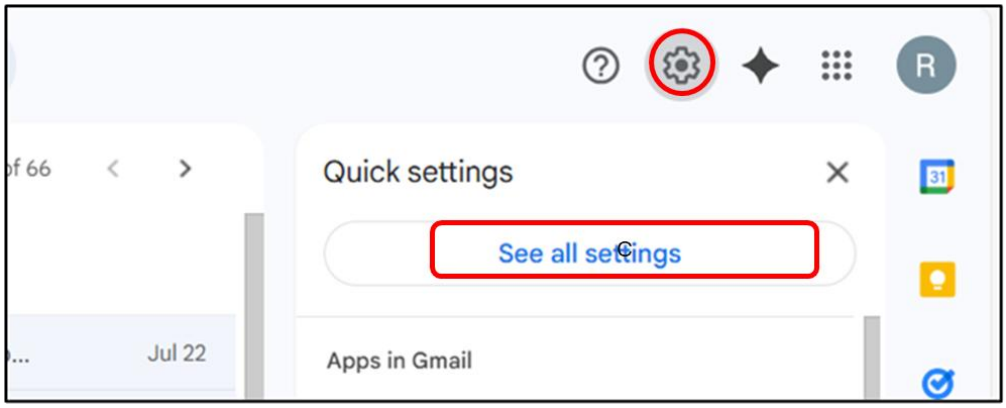
Here's your go-to guide for whitelisting email addresses or domains across the major email platforms. This ensures emails from trusted senders don't end up in your spam folder—even if spam filters get a little overzealous.

Pictorial illustrations of the required steps for Gmail and Outlook are provided.

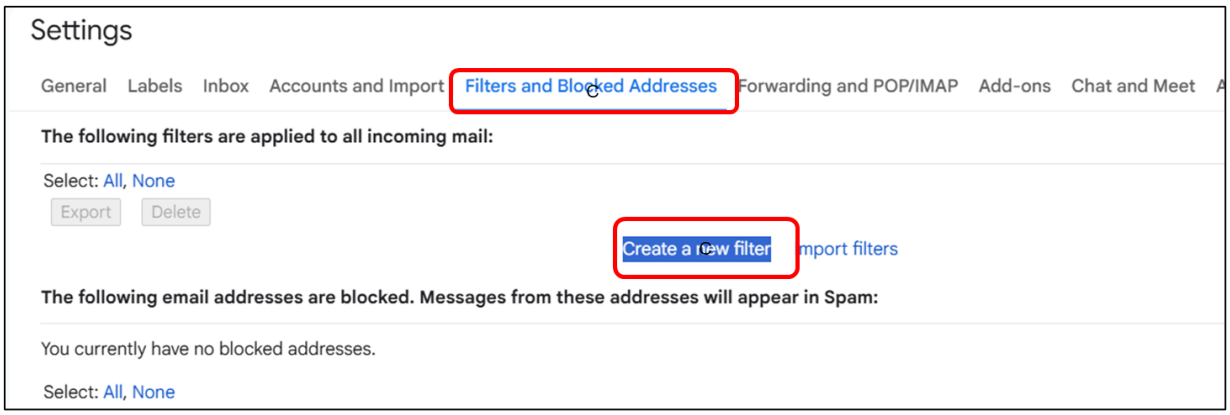
📧 **Gmail (Web)**

Method: Create a Filter

1. Go to Gmail.
2. Click the **gear** icon → **See all settings**.

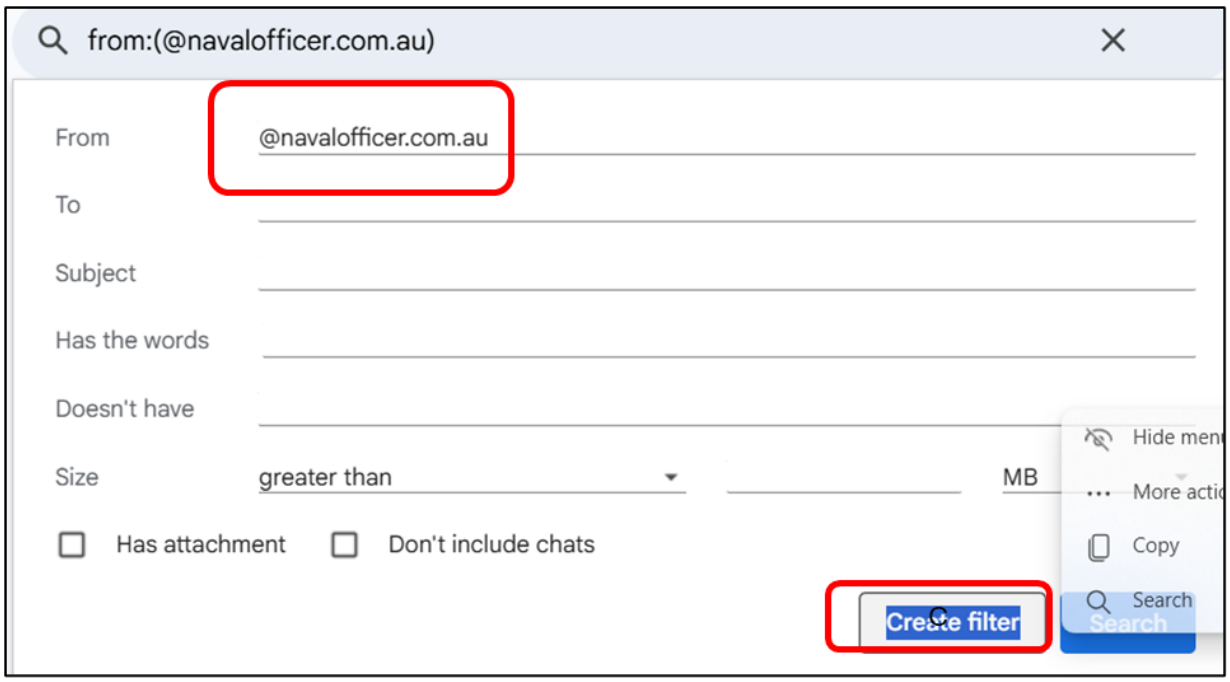


3. Navigate to **Filters and Blocked Addresses**.

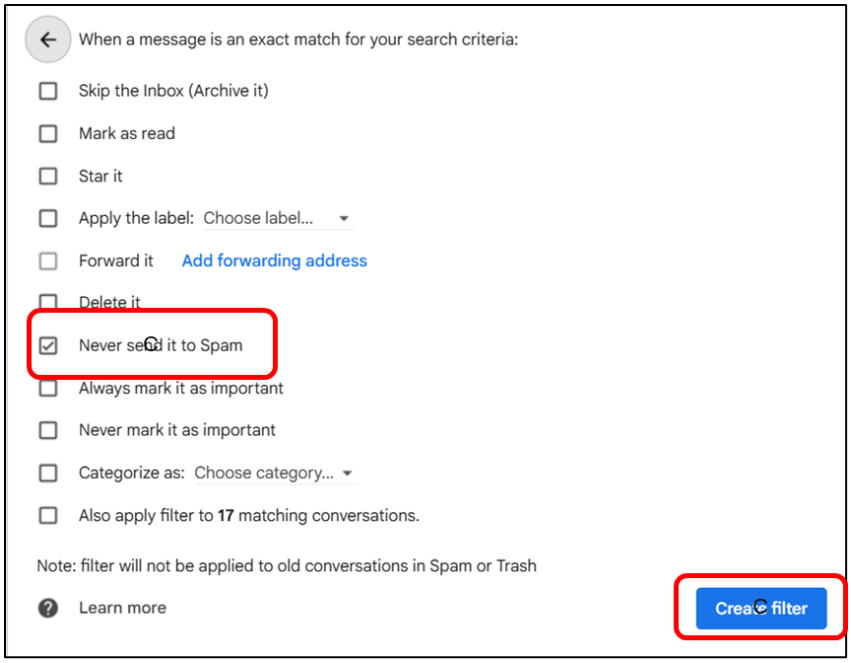


4. Click **Create a new filter**.

5. In the "From" field, enter the email address or domain (e.g. @example.com).



6. Click **Create filter**, then check **Never send it to Spam**.

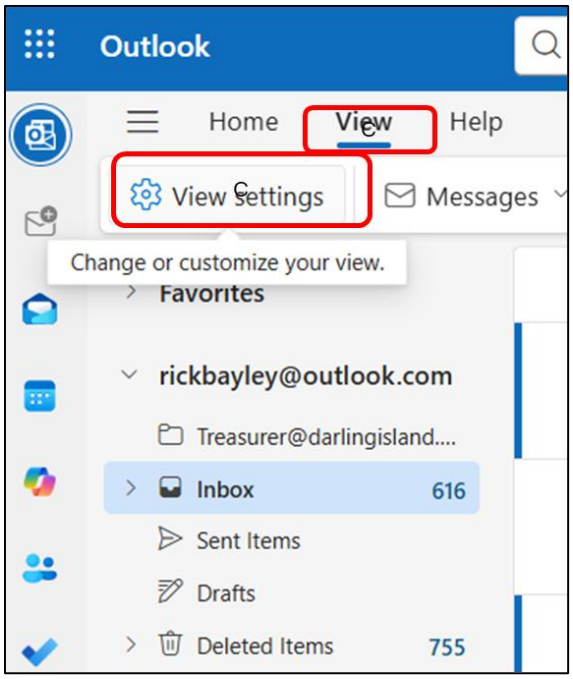


7. Click **Create filter** again to save.

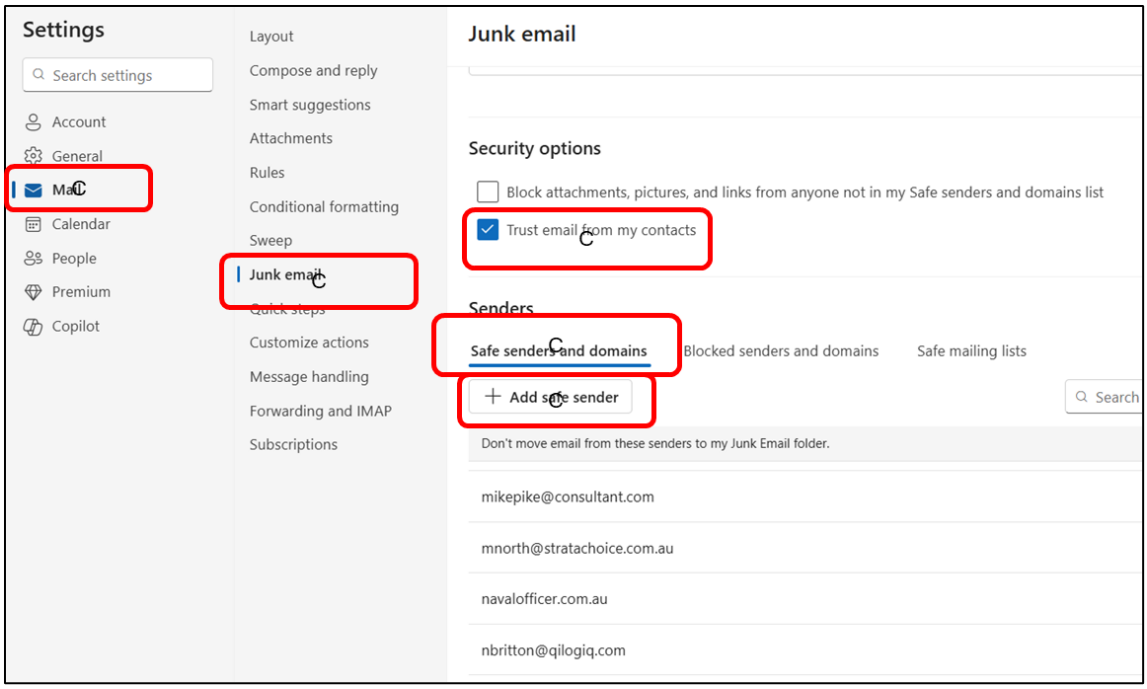
Outlook (Web)

Method: Safe Senders List

1. Go to Outlook.



2. Click on **View** → **View settings**.
3. Go to **Mail** → **Junk email**.

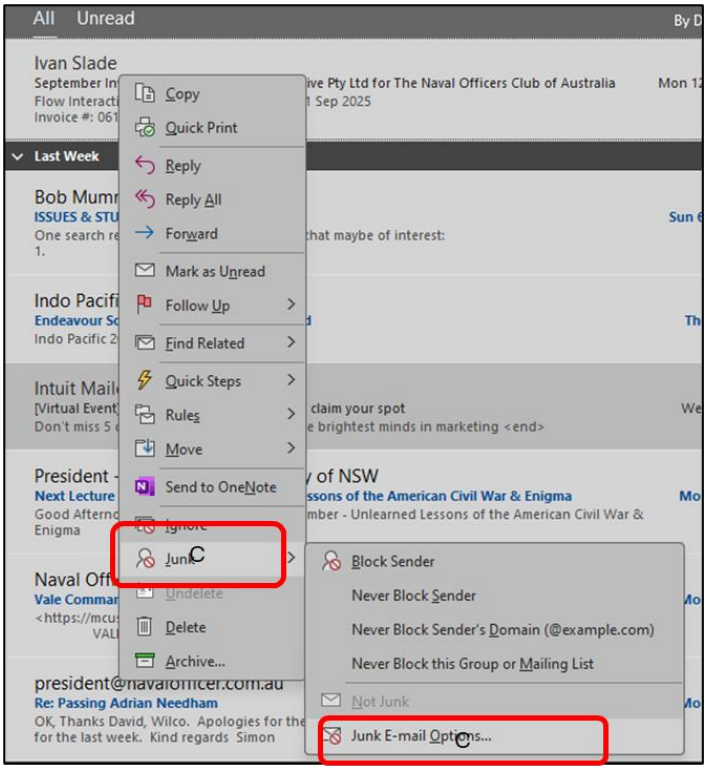


4. Under **Security options** – tick **Trust emails from my contacts**
5. Under **Safe senders and domains**, click **Add safe sender**. Enter the email address or **navalofficer.com.au** domain and click **Save**.

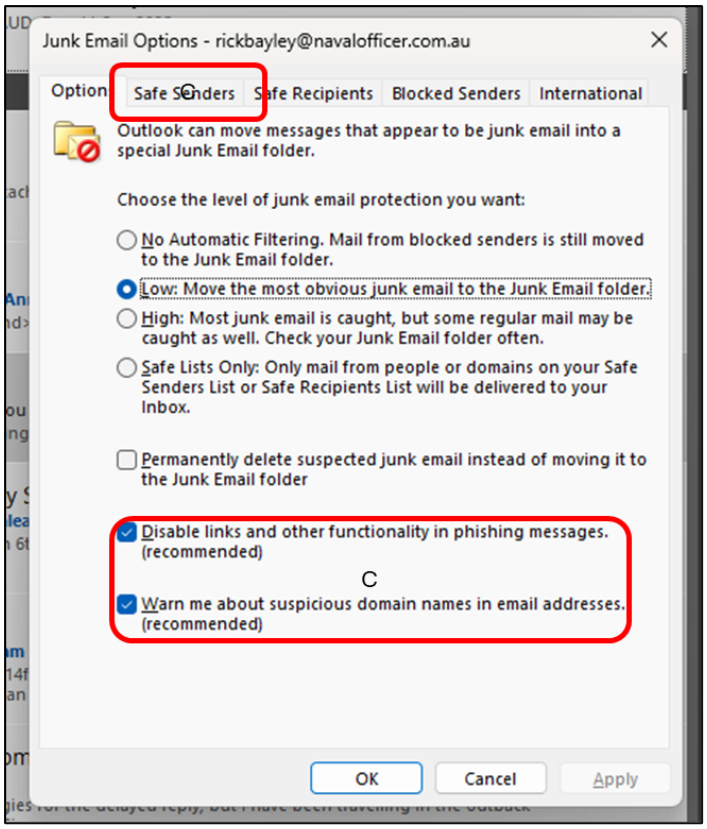
Outlook (Classic)

Method: Safe Senders List

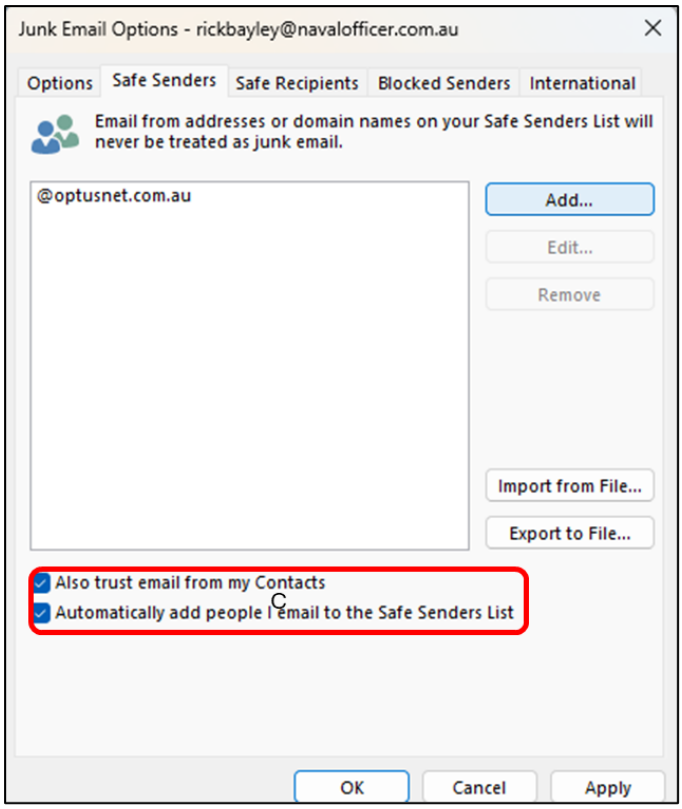
1. Go to Outlook.
2. Right click on any email in your Inbox
3. Go to **Junk** → **Junk email options**



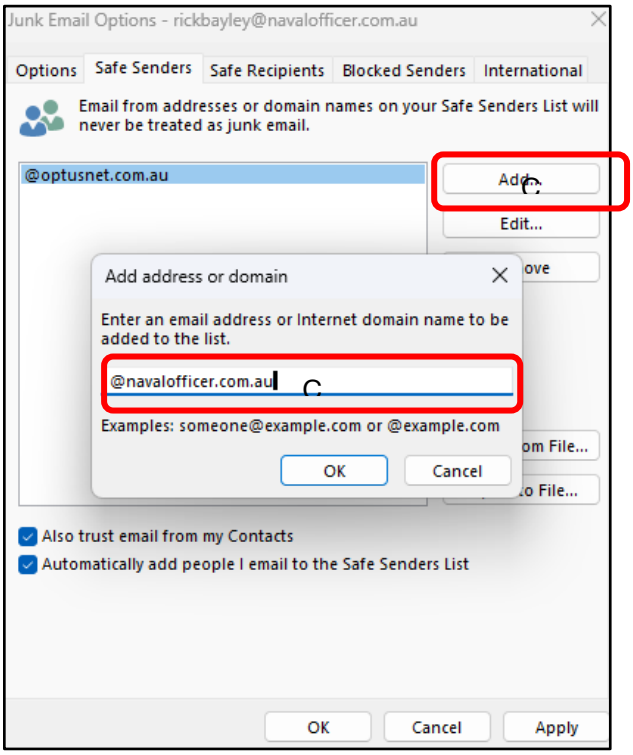
4. Click on **Safe Senders**



5. Tick **Also trust email from my Contacts** and **Automatically add people I email to safe senders list**



6. Click on **Add** then enter **email address or email domain -** @navalofficer,com.au



7. Click on **OK** then **Apply**

🍎 Apple Mail (Mac)

Method: Mark as Not Junk Apple Mail doesn't have a traditional whitelist, but you can train it:

1. Open the **Junk** folder.
2. Find the email, right-click → **Move to Inbox**.
3. Or click **Mark as Not Junk** from the toolbar.

🟣 Yahoo Mail

Method: Create a Filter

1. Click the **gear** icon → **More Settings** → **Filters**.
2. Click **Add new filters**.
3. Name the filter (e.g. "Whitelist").
4. Set the rule: **From contains** → enter the email or domain.
5. Choose **Inbox** as the destination folder.
6. Click **Save**.

📦 Thunderbird

Method: Address Book + Filters

1. Add the sender to your **Address Book**.
2. Go to **Tools** → **Message Filters**.
3. Create a new filter: **From contains** the email address or domain **@navalofficer.com.au**.
4. Set action: **Move to Inbox** or **Mark as Not Junk**.