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## **Weekly eComm Tip: Be official, look professional** <sup>[1]</sup>

May 8, 2014

Always use a real, official CU or CU-affiliated address (such as [@cu.edu](#), [@colorado.edu](#), [@uccs.edu](#) and [@ucdenver.edu](#)) as your ?from email address.?

Widely email servers?like Gmail, Yahoo and AOL?are now checking whether emails actually originate from their own servers. So, if you use a Gmail, Yahoo or AOL email address as the ?from email address? in Harris ?Address & Assemble,? you will see a lot more bouncebacks, and recipients who do get your email will likely see a phishing warning like the one above. Not only that, but using a non-official ?from? address also makes your email appear less professional?don?t you think?

**Promoted to department's home page:**

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**Intro:**

Always use a real, official CU or CU-affiliated address to ensure your email reaches all the intended recipients.

**Original Story:**

**News Type:**

[News](#) <sup>[2]</sup>

**Groups audience:**

eComm

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