Creating a VIP filter in Gmail

In order to make sure that you don’t miss any important emails from the department, you’ll want to create a Gmail filter that automatically applies a “VIP” label to any incoming emails that meet certain criteria. In our case this is the email addresses for the staff members of our department.

With your personal parameters in mind, click the downward-facing arrow in the search box at the top of the Gmail website and create a new filter for each relevant field:

![Gmail filter setup](image)

You can group multiple terms together within the same field using the “or” command—This means you can put all of the Economics staff members in one filter by separating them with “or” in the “From field” as shown in the image below. You can also use this for other purposes as well by creating separate filters for the subject field, as an example. **You will need to create a new filter for each subject unlike the “from” field.**

![Gmail filter setup](image)
After populating the “from” field, you’ve the “Create filter” button, select “star it” and “Apply the label,” then click “Choose label” followed by “New label.” Type “VIP” into the label name field and click the blue “Create button.”

One more visual adjustment to make sure that these emails do not get missed: Find your newly created “VIP” label in Gmail’s left-of-screen menu, click the three-dot icon beside it, and select an eye-catching color from the set of options that appears. Now, any messages that come in with VIP status will always stand out and demand your attention when you are looking at your inbox.
Once you’re all finished, any new messages arriving from your inner circle of contacts will automatically get tagged with a VIP label.

Keep in mind that the filters you just created are for only one Gmail account; if you have other Gmail accounts that you use regularly, you may want to create separate filters for them, too.

Email addresses to add:

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(Master’s program, courses, etc.)

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*Instructions edited from those found on fastcompany.com found [here](#)