From SMTP to SETI

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Any ETI probing our Internet network could be surprised by our use of an old protocol called SMTP (Simple Mail Transfer Protocol). A great fraction of messages are about magic pills. We called them spam. On one side you have people using very complicated software to send spams. On the other you have network administrators trying to filter spams. In the middle, you have poor guys wondering why they couldn't communicate with their colleagues.

If two people on Earth using the same protocol can't communicate, how can we hope receiving a message from outer space? We ignore everything.

With an analysis of the tools used by a system administrator to filter spam without disturbing normal communications we will see what conclusion we can draw for SETI. In case we all ready have some civilizations communicating with each other, what general advice can we follow to locate them and receive their messages?