



*Turn your technology lemons into lemonade*

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## “How To Be Safe And Smart On Social Networking Sites”

Did you know...

- More than 90,000 registered sex offenders were removed from one popular social networking site... and those were only the ones who used their real names.
- According to the Al Qaeda Handbook, terrorists search social networking sites for “government personnel, officers, important personalities and all matters related to them (residence, workplace, times of leaving and returning, children and places visited).
- Social networking sites have become a haven for identity thieves and con artists, and social networking viruses are on the rise.

Think about it: Facebook, Twitter and other social media web sites have become the world’s largest database of personal information, all served up intentionally by the user. It’s practically every scammer’s dream come true!

### 9 Smart Tips To Stay Safe

Protecting yourself requires some awareness of how cyber criminals

use the system against you. Here are a few things you need to know:

1. Keep your firewall’s security and anti-virus software up-to-date.
2. Never log in from public hotspots. Social networking sites generally do not have secure logins available (that’s the https with the lock icon in the search bar). That means your username and password can be swiped at any time. Log in only from trusted wireless networks.
3. Use strong passwords that contain a mix of upper- and lowercase letters, symbols and numbers.
4. Remember the golden rule: If you wouldn’t do it or say it on a public street, don’t post it online.
5. Be wary of all links and files. Hackers often post links in comments to try and trick you into downloading an “update,” “security patch” or “game.”
6. Keep an eye on what your friends post about you. Many people have been fired or lost an important client because of online pictures and content.
7. Be careful who you ‘friend.’ Yeah, it feels great to have hundreds (or

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thousands!) of friends, but the reality is, you really know only a fraction of those people.

8. Be wary of all add-ons. Many of the games and plug-ins are written by third-party companies, not the social network itself.

9. Do a search on yourself. You might be surprised at just how much information comes up! If it's more than you feel comfortable with, restrict your profile online.

## What Are QR Codes And How Can You Profit From Them In Your Business?



The last time you were flipping through your favorite magazine, you may have noticed a small, digital-looking image on one or more of the advertisements. What is it? A “Quick Response” code or QR code for short.

A QR code is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, URL or other data.

This concept was initially created by Toyota for tracking parts in vehicle manufacturing; however, QR codes have been largely adopted by advertisers that want to target mobile phone users (known as mobile tagging). QR codes can be used to display text to the user, to add a vCard contact to the user's device, to open a URL or to compose an e-mail or text message. Users can also generate and print their own QR codes for others to scan and use by visiting one of several free QR code-generating sites.

So how could you use this? Some companies are smartly using this technology to drive sales by allowing people flipping through a magazine or waiting at a bus stop to get more information on a product, connecting the dots to get people to buy much faster than these types of media originally offered. Others are putting QR codes on permanent coupons or on their business cards to allow would-be prospects an instant way to get more information about a business. You can get a free QR code by going to:

<http://qrcode.kaywa.com>

## Shiny New Gadget Of The Month: Camtasia Studio



With online video becoming a hot trend and an effective way of engaging visitors with your web site, you might be wondering how you can quickly and inexpensively create your own web videos. Or maybe you want to create a video tutorial to train employees how to perform a certain process or task without having to repeat the training over and over again. Or perhaps you want to create welcome videos and tutorials for new customers. All these are possible using Camtasia Studio.

Since the software comes in versions for Windows and Mac users, anyone can create professional-looking videos. The cost is \$300; compared to hiring someone to do this for you, it's a steal. There is a bit of a learning curve, but TechSmith (the makers of Camtasia Studio) offer several web videos to assist you. TechSmith also offers a 30-day trial so you can see if you like it before you commit to buying.

# Safe, Secure, Hassle-Free Email For Pennies A Day?

If you've ever had an email server installed (Exchange), you know how painful (READ: "expensive") it can be. Not only do you have to fork up the investment for the server itself, but you also have the cost of the real estate it takes up, and the cost of running electricity and network cables to it.

"Hosted Exchange" could be the answer. Instead of sitting in your office, your email gets stored "in the cloud" on a super-powerful encrypted server in a data center. What are "cloud"-based or "hosted" services? Think of them like a gym membership. Instead of purchasing your own home gym equipment, which can be expensive, require maintenance and take up a lot of space, you can pay a small monthly fee to go to the gym and use a multi-million-dollar facility that is kept and maintained by someone else.

Hosted Exchange works the same way. You can pay a low monthly fee and get top-of-the-line services, storage and security for your e-mail. Plus, you get:



- ✦ Access to your e-mail remotely from any device
- ✦ More uptime and fewer issues
- ✦ E-mail archiving (storing of old e-mails)
- ✦ Spam filtering and anti-virus included
- ✦ 24/7/365 support
- ✦ Unlimited storage
- ✦ Easy synchronization with mobile devices

Want to find out how Hosted Exchange can save you a lot of money and solve your storage and archiving problems? Give us a call at **508-992-2541**.

## Meet Our New Client Of The Month!

Every month I choose one very special person to be my "Client Of The Month." It's my way of acknowledging clients and thanking those who support me and my business with referrals and repeat business. This month's Client Of The Month is **Baker Parts, Inc.** Congratulations! You have won a \$50 Gift Certificate to your favorite restaurant. ***You might be my next Client Of The Month...watch for your name and picture here!***



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**“You have enough to  
think about”**

### Services We Offer:

- IT Consulting Services
- Network Design & Repair
- Disaster Recovery & Backup Solutions
- Virus/Spyware Protection & Removal
- Network Security
- PC and Server Maintenance & Support
- E-mail & Internet Solutions
- Helpdesk Support
- Managed Spam Filtering
- Storage Solutions
- Network Monitoring to Prevent Problems

## **“How Certain Are You That Your Business Could Be Back Up And Running After A Disaster?” Free Backup Check Reveals The Truth**

Have you ever lost an hour or two of work on your computer because it crashed? Now imagine if you lost days or weeks of work – or imagine losing your client database, financial records, and all of the work files your company has ever produced or compiled. Imagine what would happen if your network went down for days where you couldn't access e-mail or the information on your PC. How frustrating would that be?

Most small business owners have no idea of the importance of disaster recovery planning because they are already swamped with more immediate day-to-day fires demanding their attention. If their network is working fine today, it goes to the bottom of the pile of things to worry about. In most cases, no one is watching to make sure the backups are working, the virus protection is up-to-date, or that the network is “healthy.”

This is like saying you're too busy driving your car on the highway to put your seatbelt on. Taking that simple preventative step doesn't really show its true value until you get into a head-on collision; at that point you are either extremely relieved that you had it on or incredibly sorry that you didn't.

The same holds true with your data backup. Obviously the information on the disk is far more valuable than the disk itself. If your company depends on having access to the information stored on your server or PC, then it's time to get serious about protecting it from damage or loss.

### **Want To Make Sure Your Backups Are Working? Then Call Us Now For A FREE Backup Check!**

During the month of May, we're giving away a FREE Backup Check to review your backup procedure and uncover any problems or failures you might not be aware of. If we find anything amiss, we'll let you know and make a few recommendations on how to remedy the problem. You are under no obligation to purchase anything or to take our recommendations. Don't wait, call us today! **508-992-2541**

