TECHNOLOGY INSIDER

"The latest in technology news, trends & tips for business"

3 Critical Elements To Guarantee A Successful Recovery Of Your Critical IT Systems In The Event Of A Disaster or Business Interruption

When it comes to backing up and protecting your company's critical data, you need to know for certain – without any lingering doubts – that you could recover your files and be back up and running again fast after a natural disaster, server crash, hacker attack or other data-erasing event. Here are 3 critical elements you must have to guarantee a painless recovery when things go wrong.

Critical Element #1: Secure, Encrypted Off-site Backup

   While we recommend that you have on-site backup, it's absolutely critical to keep an encrypted copy of your data off-site as well. If your office is damaged – or a thief breaks in and steals your server and equipment – the on-site backup will be useless. Copying your data to an external hard drive and carrying it home every night is neither a safe or reliable solution. Data needs to be encrypted to prevent it from falling into the wrong hands and there's a good chance the hard drive back up data may not recover successfully.

Critical Element #2: A Data Recovery And Disaster Recovery Plan

   A HUGE mistake many business owners make is thinking that data backup is the same as disaster recovery – it's not. Many business owners are shocked to find out just how long and arduous the process is to get all their data back after a disaster – and that's IF they have a good, clean copy of ALL their data (most are surprised to find out they don't). Just having a copy of your data isn't enough; a fast-successful recovery requires a back up of applications, databases, system information and other critical elements. *Some Questions to Consider when creating a DR Plan:*
What are my critical business processes? Who needs to access what and from where? How much down time is acceptable for each application? How do you contact your application vendors for emergency, after hours support?

Critical Element #3: Test Restores

   After you have a good backup system in place, you need to test it regularly to make sure it works. Point is, there's something wrong if you aren't doing this simple check at least once a month. If your current IT person is not doing this, you can't have any confidence in your current backup system.

Call to Schedule your FREE Business Continuity Evaluation
Call 904-229-0922 or go to: www.Boxmeta.com

April 2015
JACKSONVILLE, FL

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Ten Easy Ways To Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, business owners and professionals. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

Step 1. Revisit your goals. At its most basic level, LinkedIn is about marketing: marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn.

Step 2. Craft a great headline for your profile! The great majority of Linked In profiles simply use their job title and company as their headline. Headlines should tell the reader why you are special and unique. These are the most important 120 characters on your profile. TIPS: Say WHAT you are, WHO you help, HOW you make their life/work better and PROOF for credibility. Avoid catchy phrases like, 'Social Marketing Superstar', 'Strategic Visionary'. Be precise about what you do, regardless of whether you are an entrepreneur, a job seeker or employed professional. Use these 120 characters to highlight your achievements and value. (Profile Headline example: 'Fundraising consultant who helps major non-profits raise money. Clients include XXX and YYY' or 'Personal trainer who helps high school and college athletes get stronger and faster. Certified by American Health Council)

Step 3. Strip out the clutter. The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your business or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

Step 4. Add in some personality. Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

Step 5. Take a good look at your profile photo. A photo is a little like a logo. On its own an awesome photo won't win business, but a bad photo can definitely lose business. A good photo flatters but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at a social event. The best photo strikes a balance between professionalism and approachability, making you look good but also real.

Step 7. Get recommendations. Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.

Step 8. Connect with all of your current clients. These are your best source for referrals

Step 9. Join the most relevant groups. More is not necessarily better. Join those few groups where the majority of your audience is likely to be located.

Step 10. Manage your Skills & Expertise section. Eliminate entries that are not significant to your career or business.

Shiny New Gadget Of The Month:

iPhone Binoculars

If you've ever wanted to add more utility to your Apple iPhone, SkyMall's iPhone Binoculars might be what you're looking for.

These binoculars, featuring 36mm lenses, attach onto the back of your phone via a sturdy and specially designed case. The case lines up the iPhone's camera with one of the binocular's lenses, giving your camera 8x magnification.

While it's not going to blow any optic aficionados away, it increases the usefulness of your iPhone's camera. Just open up the camera app to see the magnified image. Turn your phone into a viewfinder to take pictures or record video or just watch what your binoculars capture. You can even use the binoculars separately from the iPhone for doubled utility!

The binoculars also come with a travel case and cleaning cloth, and are currently compatible with the iPhone 5/5s and iPhone 4/4s. Pick one up at www.SkyMall.com!

Does This Password Sound Familiar??

Do you know the difference between a good password and a bad one? Many of us do like the convenience of a simple, easy-to-remember password that requires no effort to recall and type when we connect to our WiFi network, buy from our favorite e-retailer or use for online bill pay. But many of us also appreciate an added layer of security so we don't use an effortless password when sensitive data is on the line.

In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising. 123456 was the No. 1 password used last year and the remaining top 5 were: "password", "12345", "12345678" and "qwerty" (the letters across the top row of your keyboard).

While these passwords may have the IT and security crowds shaking their heads in dismay, it's not all bad news. These popular passwords may offer next to no practical security, but according to the study, the 25 most common passwords only represent about 2% of the overall total.

The study found more variation among the most popular passwords versus the 2013 study. Is it a possible trend? Are people turning to more imaginative or secure passwords? Maybe, but only time will tell. Even if the study suggests most of us don't rely on overly simple passwords, SplashData's list serves as a reminder to use more secure passwords and to change them regularly.

Social Media Marketing Tools: 8 Picks

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:

1. Mention: Google *Alerts for the social web*. Mention helps you monitor your brand's presence on social networks, forums, blogs and more. It also includes social features that allow you to respond to mentions of your brand and to share industry news that you find.

2. Buffer: *Social media publishing plus powerful analytics*. Buffer is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+ and App.net.

3. Feedly: *Content discovery*. Finding great content to share with your audience is easy with Feedly. Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest.

4. Twitter Counter: It can be easy to lose track of how your Twitter account is growing; that's where Twitter Counter comes in. It's a free service that tracks changes in your follower count and predicts future growth over time.

5. Zapier: *Link favorite social services*. Zapier connects the services you use independently. For example, if your team uses HipChat to keep in touch, you can use Zapier to set up automatic notifications inside HipChat rooms for Tweets, MailChimp campaigns or new RSS items.

6. Bottlenose: *Intelligence for social networks*. Bottlenose features a real-time search engine that queries all public information from social networks and groups and displays it in algorithmic order of importance. The result is a stream of content ranked by most to least important.

7. Followerwonk: *Follower analysis for Twitter*. Although you can use a tool like Twitter Counter to watch the growth of the number of your Twitter followers, you may need to analyze your followers more carefully. Followerwonk breaks down your followers into demographics so you can understand them better.

8. Quintly: *Social analytics for brands.* Quintly is a powerful tool for in-depth social media analytics, helping you track your business's social media performance on Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram. Quintly also has benchmarking features that help you understand how your performance compares to that of competitors and to industry averages.

Trivia Corner: Who Wants to Win A $25 Gift Card?

Below you will find ten 6 letter words, however, every other letter is missing.

Can you determine the words?

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_S_E_D        _A_E_A
_P_A_G        _O_D_G
_R_F_R        _S_F_L
_Y_R_D        _I_S_E
_R_F_E
_A_B_N
```

E-mail your answer to: **trivia@boxmeta.com**
The first person to submit the correct answer wins a $25 Gift Card!!