## Cathy's Message

February is my favorite month of the year. It is all about loving the people you know and spreading love to people. I know it sounds corny but let's face it, I am corny. I also love all of our clients and appreciate each and everyone of them.

We have been telling you about the dangers of XP the past few months. April will be here before you know it.

We have some great deals on Lenovo machines to replace your XP machines. You can ask any of us for a quote and we will get you one asap.

Are you following us on Facebook? Please like our page at **www.facebook.com/szycom**

We hope you enjoy our newsletter this month. If you would like to see an article, please let us know and we will get it done.

We hope you know how much we appreciate each and everyone of you. Take care and have the best day ever.

Cathy & David.

## One Of Your Employees Had Their Smartphone Stolen! What Do You Do?

Over the last couple of months, we've come across some alarming statistics that you should know. Studies show that as many as 16% of smartphones are lost or stolen each year with only 7% of the stolen devices ever being recovered.

Despite the fact that 60% of the missing smartphones are deemed to contain sensitive or confidential information, 57% of these phones were not protected with available security features, leaving the company exposed! In fact, only 14% of companies currently have a mobile-device security policy in place.

The bottom line is, no matter how careful your employees are with their smartphones, losing a smartphone (or having one stolen) is likely to happen to you or your employees at some point in time.

## How To use Lists In PowerPoint

Microsoft's PowerPoint is an important and popular business presentation tool. It has become so embraced that most people nowadays refer to presentations as PowerPoints. There are many elements that lead to a successful PowerPoint presentation, including using lists effectively. While it is easy to use lists, many users often wonder how to use them effectively.

### What are lists in PowerPoint?

A common element of many PowerPoint presentations is the list. These lists are usually presented either ordered or unordered. Ordered lists use numbers like 1,2,3, while unordered lists use icons like dots which are commonly called bullets.

If you have a list with numbers or points in it, you will likely be better able to capture and retain the attention of your audience while making your presentations easier to read and follow. In fact, there are some presentation experts out there who only use bullet point lists, preferring to use these as a guide or pointers to note what to talk about.

### How to put a list into your presentation

If you want to add a list to your presentation slides:

1. Open your presentation or start a new one.
2. Add a new slide and click on the text box.
3. Enter your content and after each list item press Enter.
4. Select the content you want to make into a list and press either the Numbered list or the Bulleted list icons under the Paragraphs section. This will put your content into a list

### Formatting your list

Once you have added a list to your presentation you may want to format it to make it more visible or even change the type of icon e.g., from 1 to I. You can do this by:

1. Selecting your list.
2. Pressing the arrow beside either the bullet list or numbered list icon in the Paragraph section of the Home ribbon.
3. Clicking on Bullets and Numbering from the drop down menu.
4. Selecting the icon you like, as well as color and size, and pressing Ok.

*Continued on page 2...*

## The Lighter Side

February is traditionally love month, so here are some random love facts (or myths) that might surprise you:

People are more likely to tilt their heads to the right when kissing instead of the left (65% of people go to the right!).
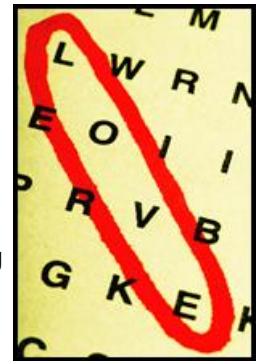
**Falling in love** can induce a calming effect on the body and mind and raises levels of nerve-growth factor for about a year, which helps to restore the nervous system and improves the lover's memory.

**Love** can also exert the same stress on your body as deep **fear**. You see the same physiological responses – pupil dilation, sweaty palms and increased heart rate.

**Philadelphia International Airport** finished as the **No. 1 best airport** for making a love connection, according to a recent survey.

Men who **kiss** their wives in the **morning** live five years longer than those who don't.

The tradition of the **diamond engagement ring** comes from **Archduke Maximilian of Austria** who, in the **15th century**, gave a diamond ring to his fiancée, **Mary of Burgundy**.

People who are **newly in love** produce decreased levels of the **hormone serotonin** – as low as levels seen in people with obsessive-compulsive disorder. Perhaps that's why it's so easy to feel obsessed when you're smitten.

According to mathematical theory, we should date a **dozen people** before choosing **a long-term partner**; that provides the best chance that you'll make a **love match.**

Do you have anyone you would like to refer to us! We have a referral program that we would love to share with you. Please email Cathy today to find out more information.

# How To use Lists In PowerPoint

**Tips for better lists in your presentation**

- Know the difference between bullets and numbers - For the most part, there is little difference between bullets and numbers. That being said, numbers usually indicate a ranking or steps. Bullets are often used for points that are all equal, or at least don't need to be ranked specifically.

- Limit the number of list items - The best presentations limit the number of list items on each slide. It is a good idea to have no more than 4-6 points per slide. This helps ensure that your audience can read the slides and will pay attention longer, instead of reading the list and stopping listening.

- Bold the main point - If you are going to have a list with text explaining the main point, bold the main point and put it first. Much like this list on this post. This will highlight the main point you are trying to make to your audience.

- Keep text to a minimum - No one likes to read large amounts of text in a presentation. In fact, most people will stop listening to you to read the slides. Try to have no more than one to a maximum of two lines of text per list item.

- Think about whether to animate - In most professional presentations, it is best to leave out the animations. These can take too much time to actually show or can even lead to mistakes that can be difficult to recover from while presenting e.g., clicking advance too early. On the other hand, some animations are useful, especially if you need to draw attention to an important fact.

If you are looking to learn more about using PowerPoint and the other programs included in Microsoft Office please contact us today.

# One Of Your Employees Had Their Smartphone Stolen! What Do You Do?

In the hands of even a relatively unsophisticated hacker, all of your smartphone information can quickly be siphoned off. And time is of the essence for taking action. Criminals will remove the battery of your phone to prevent "remote wipes" of your data by your IT staff and then use a room without mobile access to break into the phone. This is akin to giving a thief the key to your data and the code to deactivate the alarm.

Asking employees to be more careful IS a good step in the right direction, but accidents happen and thieves are always on the prowl. That's why it's so important to take measures to lock down and secure any mobile devices you and your staff use to access your company's network.

Here are just a few steps you can take now to be prepared:

- **Strong Passwords.** Enforce a strong mobile-device password policy and make sure your employees can't leave devices unlocked and vulnerable.

- **Enable Device Wiping.** Prepare to be able to wipe both company-issued and personally owned devices that access company data. Make sure your employees are signing off on this before they add company data to their phones.

- **Have A Plan In Place.** If a phone is lost or stolen, act quickly! If you happen to find the phone again, then the data can likely be replaced; however, stolen data in the hands of a criminal can rarely ever be taken back!

# Five Social Media Trends In 2014

Social media and the various platforms that comprise it has started to move into more of a mature phase. Many businesses are using at least one platform on a daily basis and this is likely to continue. As we enter 2014, social media will continue to become not only more influential but also far more prevalent in businesses of all sizes too. As a result of this, certain trends will be set for the year to come.

***Here are five social media trends we believe businesses should track throughout 2014.***

**Successful content will become more helpful**

One of the key rules of marketing is that you need to create content that is relevant to your target audience. If you can't show how your company, service or product will help the customer there is a high chance that they won't invest, or will look elsewhere.

Throughout 2014, we should see a shift of strategy with companies using social media to engage with customers to leverage data and create content aimed at being helpful to 'fans' and followers. This might include tips on how to use products and visual images that show fans how to use products, etc.

The key idea business owners should grasp is that they should not be using social media to promote their company, but rather using social media to help. When you can help your followers, you will see more positive association with your brand and possibly even more sales.

**Planning ahead will become increasingly important**

It used to be enough to simply have a social media account, but now you need to also be active. As more companies break into social media, you will need to post more content on a regular basis.

Because many managers and business owners are busy, they often lack the time to concentrate on social media, especially as demand grows. This means that companies will have to start planning ahead if they want to be successful on social media. What this means is likely hiring a new employee, or appointing a staff member, to run your social media activities. You will also need to schedule posts and content well ahead of time, as well as set budgets.

If you just post occasionally now, or have a profile that isn't that active, the first step you need to take is to schedule a day each week where content goes out. Take a look at older posts and see what worked well with your audience and create similar content. Schedule the content to be posted at roughly the same time each day. Over time, ramp up when you post - try posting new content on different days to see how reactions and interest changes. The key is to stick with it, and you will begin to see some positive returns - likely an increase in Likes, Shares and Comments

**Content will need to be mobile**

It's not difficult to see that the mobile device - smartphone and tablet - has become the gadget of choice for many social media users. Some have even gone so far as to stop using social media on their computers entirely. This trend will grow throughout 2014 and what this means for businesses is that they need to be creating content that can be viewed easily on mobile devices.

Because mobile screens are smaller, and many companies are starting to create mobile oriented content, we should see some more visually oriented posts, including both movies and images. At the very least you should ensure that your content posted on social media platforms can be easily viewed by users on mobile devices and your other social related sites, like your blog, can also scale to fit on smaller screens.

# BYOD or CYOD-which policy is better?

When it comes to working on computers, many of us would feel most comfortable using machines and devices that we are used to. There are many companies out there that offer employees a 'Bring Your Own Device' (BYOD) option. However, there is a new concept that is also starting to catch on: 'Choose Your Own Device' (CYOD).

### BYOD

This is a policy companies adopt that allows employees to bring their own devices to the office and use them for work purposes. While the majority of these plans focus on mobile devices, there are some companies that even allow users to bring their own computers to work on in the office too.

The biggest benefit of adopting this policy is that it can save companies money, because the purchase and maintenance of devices is at the expense of the owner of the device, not the company. This can also lead to higher productivity as employees are using their own device which they are comfortable using.

On the other hand, the biggest drawback of this policy is that it does pose a potential security risk. Because users are accessing company networks and the sensitive data stored within them from their own devices, businesses may see an increase in security breaches. The other downside of BYOD is that it can be tough to control devices and restrict access to data. Companies adopting this policy need to ensure that they have a solid system in place that deals not only with security but how the devices are to be used.

### CYOD

Where BYOD is a policy that allows users to bring their own devices to the office, CYOD is a policy that allows users to choose from a number of approved devices. Usually, the company provides these devices and keeps them if the employee leaves or resigns.

The biggest benefit of this type of policy is that you get to pick what devices to offer and also manage them. This means you can limit access to apps, information, and even certain functions. There is also a knock-on effect with this system too, in that your organization will generally be more secure because you manage the devices. You can install virus scanners and other programs that help ensure your networks and the info stored within are secure.

As with most things, there are downsides to this policy too. The biggest is that you likely won't save any money on hardware, largely because you will have to purchase and maintain this yourself. Another potential disadvantage is that your employees may not be happy with the choices on offer and may want to choose to use their own devices. While this isn't the biggest negative, it could lead to a decrease in productivity, or if employees use their own devices anyway it could create a potential security issue.

### Which policy should companies adopt?

If you are choosing between the two policies you need to pick what suits your company and employees the best. If you are operating on a narrow budget and have older hardware it may be a good idea to look into a BYOD policy. On the other hand, if you are worried about security and ensuring that only approved apps are used a CYOD policy will be a better idea.

If you are looking to adopt a new policy, contact us today to see how we can help.

# Five Social Media Trends In 2014

### Social data will play a key role in company strategies

As the number of users on social media continues to grow, we are starting to see a trend where many users are basically using social media for everything. Because these systems are online, data regarding nearly everything is being tracked and made available to companies and users. This social data can be a huge help if leveraged properly. For example, it allows you to see what users like and dislike, and the content that works best in certain regions, and different dynamics, etc. You can extrapolate this information to your products or services e.g., if post on how to use your product is liked more than other posts, you can assume that the product is seen to be good.

In 2014, companies will increasingly come to realize that they have access to this data and will start to use it to plot their marketing and social strategies. If you aren't already tracking your social data, now would be a good time to start. It will also pay to learn how to analyze it and develop useful insight.

### Social integration is the next step

The first step in social media was to get users, including businesses, online and interacting. Now that this is happening, it's time to move onto the next step. For businesses this means integrating social media into their company. In 2014, that's what we predict we will begin to see businesses doing in larger numbers.

This trend has already started with businesses linking their websites to social media profiles but we predict it will go even further with companies integrating social data and plans into the organization as a whole. This will likely be the connecting of social data with other streams of data to make marketing and overall business decisions. In other words, social media will become an integral part of business.

What do you think the biggest social media trend will be in 2014? Let us know today.

# Shiny New Gadget

**FitBit**

It's the No. 1 New Year's Resolution – lose weight and get in shape. And by now you are either well on your way to achieving that resolution or you have gotten sidetracked and are back to your old ways. Either way, this little gadget can help you. Whether you want to get on track or just stay there, the FitBit One™ can keep you in line.

This little device uses Bluetooth technology to track and report your steps, distance, calories burned and stairs climbed. Come nightfall, it measures your sleep quality, helps you learn how to sleep better and wakes you in the morning. You can even sync it with a smartphone app to track the food you eat and other activities you perform that burn additional calories.

It's a great companion to help keep you motivated and on track with your fitness goals. Remember Pearson's Law: "That which is measured improves. That which is measured and reported improves exponentially." Check it out at www.fitbit.com

If you would like to see one, ask anyone that works with us, they are all wearing one.  David set a goal to average 5000 steps a day to everyone in the office for the month of January. Ask them how they are doing with their goals?
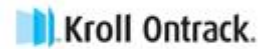
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