Cathy's Message

Thank you to everyone who attended our first annual Security Conference. Everyone who attended walked away with a better understanding about the importance of security.

We have been asked by several of you to plan another event. We will keep you informed as to when it will be. For now, if you have any questions about security or information that was presented, please let me know and I will be more than happy to talk to you or your company.

We certainly hope you are enjoying June. I for one am ready for a few days straight with no rain.

At Szymanski's we are always working at making sure we offer everything you need. If you feel there is something else we should be offering please let us know. We would be happy to look into the product.

If you know of someone that you feel would enjoy our newsletter or video, please let us know and we will add them to our list.

Take care and have the best month ever!

Cathy & David

Non-Marketing Benefits Of Social Media

To many business owners, social media is one of the most important marketing tools at their disposal. It's true that a well executed social media strategy can make all the difference, while also giving smaller companies a way to compete with industry giants. What many may not realize is that social media can be much more than just a marketing platform.

Below are four non-marketing oriented uses of social media that businesses could benefit from.

Hiring: LinkedIn is a social network dedicated to helping professionals and organizations connect and find jobs and new talent. Most social savvy companies will have a presence on this network and may even hire exclusively from here.

How To Archive Emails In Outlook

When it comes to efficient Disaster Recovery or Business Continuity Plans, backing up your data is vital. One potential area that many business owners forget is email. If you use Microsoft Office 365's email program – Outlook – there is a way you can collect emails into one folder for easy backup: Archive.

Below are steps on how you can archive your emails in Outlook, and how you can retrieve archived items.

How to archive emails

AutoArchive

1. Open Outlook and click on *File*.

2. Select *Options* followed by *Advanced*.

3. Click on *AutoArchive Settings* which is located in the third box down.

4. Tick the box beside *Run AutoArchive every XX Days*. This will turn on AutoArchive. Be sure to set how often you would like it to run.

5. Set where archived emails will be stored on your computer by clicking *Browse*. Be sure to also set the age limit when old emails will be moved by selecting the options beside *Clean out items older than…*

6. Press *Apply these settings to all folders now* to apply the settings to all folders and then press *OK* when you have set up the options to your preferences.

A few things to be aware of
We strongly recommend that when selecting a file to store your archived emails that you select the default location suggested by Outlook. We also recommend that you archive emails you don't need regular access to, because when you archive them, they are taken out of your Inbox.

The Lighter Side Of Summer

∗   The Eiffel Tower can grow by more than six inches in Summer due to the expansion of the iron on hot days.

∗   July is the month where most ice cream is sold in the U.S. Americans eat about 5.5 gallons of ice cream per year on average.

∗   Popsicles were invited by accident in 1905 by 11 year old Frank Epperson. He mixed soda and water and left the mixture out overnight with the stirring stick still in it. Since the temperature was low, the mixture froze.

∗   Watermelon is not a fruit, but a vegetable.

∗   Many people enjoy throwing Frisbees in the summer, however; they were originally designed as pie plates in the 1870s. Students started throwing them in the 1940s.

Free Report Download:

What every business owner must know about protecting and preserving their company's critical data and computer systems.

PROTECT YOUR NETWORK
"What Every Business Owner Must Know About Protecting and Preserving Their Network"

Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This is a report that will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights. Download your free copy today at

http://www.szy.com/critical or

email cathy.networking@szy.com

Do You Know How To Protect Word Docs?

The word processor is one of the most popular pieces of software, found on nearly every user's computer. The most popular word processor is Microsoft's Word, which offers numerous features that help users create a nearly limitless amount of different documents. There are also features that often aren't used but can be really useful. One such feature is the ability to protect your Word documents.

Here's how you can protect your Word documents.

You will see a new window pane open with three options:

1) Formatting restrictions - Allows you to set restrictions based on styles used in your document. Hitting the radio beside this option will enable this. You can click on *Settings* to select which styles can be edited. Pressing *OK* will input the changes.

2) Editing restrictions - Allows you to select how users will be able to edit the document. If you press the radio button beside this option, you will be able to select from four options:

   a) **Tracked Changes -** Users can make changes which are automatically tracked.

   b) **Comments -** Users can only comment, not make changes.

   c) **Filling in forms -** Only forms may be filled in.

   d) **No changes -** No alteration can be made to the document.

3) Start Enforcing - Clicking *Yes, Start Enforcing Protection* will implement the protection you have picked in one of the options above.

You should see a new option in the window pane: Exceptions. This is where you can make exceptions to the level of document protection you have established. If you have set up User Groups in your network, you will see them in this option. Clicking the button beside a specific group will give them full permission to edit documents. You can also click *More users…* and add users by their name or email address who will become an exception to these rules.

When you have the settings established, click the *Yes, Start Enforcing Protection* button. If you need to make changes, or remove protection, open up the *Protect Document* window pane again and untick the box beside the protection option you choose. This will remove document protection.

Protecting your documents is a good idea, especially if you are going to send these out to clients or a third party who you don't want to be able to make changes, or edit. Some practical examples of this in action include a contract you send out to potential clients or employees, or sending out marketing materials with price lists.

If you would like to learn more about how you can leverage Word's vast features to improve documents, please call

Cathy at 814-455-6069 x 300 or email cathy@szy.com

Videos

We hope you are enjoying our weekly videos. If you have a specific topic you would like to see us cover please let us know.

If you would like us to add someone onto the list we will certainly take care of that.

We feel the more education we can get out to you, the better.

Simple Tips To Avoid Identity Theft While Online

It's important these days to protect your data and personal information as more and more people become victims of identity theft. Don't let yourself become the next victim. All it takes is following some simple steps to ensure a safer and more secure online experience.

Security experts are seeing a rise in the incidence of cyber-crime these days as more and more people use the web for their day-to-day needs. No one is spared, both businesses and private individuals have become victims of opportunistic cyber-criminals who take advantage of loopholes in security systems and a lack of foresight and alertness on the part of users.

One common cyber-crime is identity theft, in which hackers steal and assume the identity and personal information of someone else. Under the guise of the usually unknowing victim, these unscrupulous individuals commit fraud or other crimes.

While there is no 100% guaranteed way to be safe from identity theft when online, there are a number of steps you can take to protect your identity and your data.

1. **Have the right security software.** One of the keys to keeping your identity and data secure is having the proper security software in place to protect your system. Also make sure to update the software regularly.

2. **Know the modus operandi.** It's also important to be aware of the different scams and techniques hackers use, such as phishing, which involves duping the user into clicking a legitimate-looking (but fake) link that has the victim enter personal information or download a file that introduces malware into the system. The rule of thumb is that if an email is unsolicited, there is a high probability of it being a scam or phishing email.

3. **Be stingy with your personal information.** Be sure to only fill out personal information on sites that are legitimate and that you trust, and even then, only if you absolutely need to. Check and double check things like the URL or the company's tag line to know if a site is what it says it is and whether it is secure. Phishing sites also look legit but a careful look should be enough to tip you off that something's amiss.

4. **Create unique passwords.** The more complicated your passwords are, the harder they are to guess or hack. So don't pick generic passwords like "password" or "12345″ or things like your birthday or wedding anniversary. The best passwords are alphanumeric, a combination of both letters and numbers.

5. **Secure wireless networks.** It's important to allow only the right people to have access to your wireless networks. Besides saving bandwidth, this also prevents leechers and hackers from using your connection to tap into your system or use it for unscrupulous activities.

To know more about keeping your identity and data secure, please give us a call and we'll be happy to discuss a custom security solution that meets your specific needs.

Cathy's useless trivia:

Did you know that Elephants are the only animals that can't jump? Did you know that a snail can sleep for three years? Did you know that the man who does Mickey's voice is married to the woman that does Minnies Voice in real life? Did you know that a dime has 118 ridges around the edge, a quarter has 119?

Non-Marketing Benefits Of Social Media

If you are looking for new employees, it wouldn't hurt to have a LinkedIn profile. To find the best talent, you need to forge and maintain connections (usually starting with people you know), and be somewhat active in groups and on message boards.

It's also important to not forget the other major networks when it comes to hiring. Tweeting a job opening on Twitter, or posting ads on Facebook could also help you find your next employee. Facebook can be particularly useful because you can pay to target ads (in this case, job openings) at specific demographics.

Internal communications: Communication is an important part of business, and most people choose to communicate using email. You have probably seen emails with jokes, invitations to after work events, lunch orders, etc. sent to the whole company and also received the many replies that go with it. This can get very annoying, and also confusing.

Why not utilize social media for non-essential (aka. not related to work) communication. Set up a Facebook group where your employees can share content, invitations to lunch or after work gatherings, interesting stories, etc. That way you can limit email to more important, business-related aspects.

Using social media for internal communication is also beneficial for companies with younger workers. Most already see Facebook, Twitter, etc. as their main form of communication, some even feel more comfortable communicating over this medium as opposed to speaking out in meetings. Having a group portal or Facebook page could give less-empowered employees a way to voice their ideas, and maybe even improve on them with feedback from others.

Learning: A common complaint of many business owners is that they have a tough time staying on top of ever-changing trends and what currently interests their customers. Using social media to connect with your customers can be a great way to learn not only hot trends but also about new ideas.

Customer service: When it comes to social media, users will often complain publicly on their wall or through their tweets. This is bad for you, as the reach of this complaint can go a long way and make you look bad. Some companies have decided to confront this head on by having specific customer service accounts. If a customer complains, has an issue, or even compliments you, be active and respond using that account.

If done properly, over time, you will see more and more people reaching out to your customer service account through social media. This also gives you another way to please clients or turn around negative customer experiences.

Social media and the various platforms are not only great for marketing, but can be incredibly useful for other business functions. Do you have any other ways you use social media? Let us know. Or, if you would like to learn more about how it can help your company, then contact us today 814-455-6069 x300 or cathy@szy.com

How To Archive Emails In Outlook

Retrieve your archived emails

If you navigate to the folder you set for your backup, you will see the archived emails labeled as archive.pst. If you back up your system regularly, we strongly recommend you ensure that this file is also backed up, as if your system crashes and you haven't backed up this file, you will lose all of your archived emails.

For users of Outlook 2013, you can easily access your archived emails by:

1. Opening Outlook.

2. Selecting *Archives* and pressing the black arrow.

3. Clicking on the file you have selected to archive.

4. The emails should pop right up.

If you have an older version of Outlook, you can access your archived emails by:

1. Pressing *File* followed by *Open*.

2. Selecting *Open Outlook Data File*.

3. Clicking on the archived file and pressing *OK*.

Note: This will move ALL archived emails back into your Inbox and other folders, so you will need to re-archive them.

If you would like to learn more about Outlook and other programs included in Office 365, please contact us today.

Shiny New Gadget Of The Month

The 30-Day Lantern

It's summer time and that means more outdoor activities. This 30-Day Lantern is the perfect companion for your cookouts and camping trips. Not to mention, it's a handy gadget to keep in your vehicle or garage for those emergency situations when power is down.

This lantern provides up to 30 days of reliable light on one set of batteries. The lantern generates up to 300 lumens of bright, white light that can be seen from up to 75 1/2' away. Made from impact-resistant ABS with rubberized encasements, the lantern is shock- and water-resistant. The device has a green LED that flashes when the device is off for easy location in blackouts, and a built-in hook allows the lantern to be hung upside down. It has three light output levels and a flashing mode (provides 32 hours of light on high).

Get your lantern at www.hammacher.com

Taking Referrals

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.
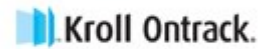
Szymanski Consulting, Inc.
8127 Nathan Circle
Erie, PA 16509
814-455-6069
www.szy.com