Cathy's Message

BADA BING! BADA BOOM! Summer is here! It is so wonderful to see all the green on the trees and the bright green grass. It is certainly a beautiful time of the year.

We had our book launch in Nashville this past month. Thank you to everyone who purchased it in advance. We are very happy to be able to give donations to the charities you chose.

The book was number 9 on Amazon's best Seller List and number 1 in six categories (Software and Engineering; Information Systems ; Network, Protocols and API's; Computer Science; Computers and Technology; Networking).

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

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

Tips for Word

We are all looking to get the most out of all of our computers laptops, smartphones, and applications. If you are like us you use Word a lot.

So I have a few tips for you, I hope you enjoy them.

Did you know that Word had a calculator? Many will say its hidden but you just need to know that its there and how to use it. Forget about having to toggle to the calculator when you can use this trick to get all your simple arithmetic done in your Word document.

Type out your math expression in your document. When you are done simple highlight and press the calculator button. Your answer will actually display in the status bar. To add the Calculate Command to your Quick Access Toolbar go to the Word Options-Quick Access Toolbar and switch to all Commands.

About News Feeds

To many, social media has become an integral part of our daily lives. Many businesses see it as an important part of their online presence and a great way to easily connect with a wider audience. Without a doubt, the most popular social media platform is Facebook. If you have logged in recently you may have noticed a change in your News Feed, and what content is shown there.

About the content displayed on your News Feed

The average number of friends a user has on Facebook, and the content they post, is increasing. This makes it difficult to actually see all of the news and posts on your News Feed, which can pose problems for businesses who want and need to keep track.
In order to make viewing content easier, Facebook introduced two views:

- Top News
- Most Recent

These two views can drastically change the content you see on your News Feed, and the display order. In recent months, the company has changed the default view to Top News for all users. This has created some confusion though, especially for those who want to view everything posted.

Here is an overview of the two Facebook views:

The Top News view

This view is an aggregate of the most popular content posted by your friends and the Pages you follow. If you log out of Facebook and come back after a while, this will be updated to show which posts have gained a lot of attention since you have been gone.

These posts might include a funny video that has received a lot of comments, or even a post from another Page that has gone viral. Now, unless you change it, this is your new default view when you log into Facebook.

To determine what to show in this view, Facebook uses an algorithm which factors in what content is being interacted with and how many people are interacting with it. It then displays this content as being the most relevant and what it decides you are more likely to find interesting. However, this view does not show content chronologically.

Facts about June

- Flag Day is observed in the United States on June 14.

- Gems for June are the pearl, alexandrite and moonstone.

- The rose is the flower for the month of June.

- Zodiac signs for June are Gemini (astrology) (until June 20) or Cancer (astrology) (from June 21 onwards)

- Birth flower is the Honeysuckle and the rose

- Father's Day is celebrated in June

- June is named for the Roman Goddess Juno. The month of June is a popular month for weddings perhaps because Juno was the Goddess of marriage.

- Many historical events happened during June. Here are four historical events that took place in June:

  * Benjamin Franklin discovered electricity on June 15, 1752.

  * Continental Congress adopted the United States flag known as the Stars and Stripes on June 14, 1777.

  * The Pledge of Allegiance was recognized by Congress on June 22, 1942.

  * The Korean War began on June 25, 1950.

NATIONAL INSTANT MESSAGE SPELLING BEE

ROTFL...ROLLING ON THE FLOOR LAUGHING.

74

7 Simple Ways To Keep Your iPad Secure

- **Don't leave it lying around** Although this is common sense, you've probably violated this rule more than once. iPads are easy targets for thieves, so don't let it out of your sight when in a public place – and don't leave it in plain view in your car or you might end up with a broken window in addition to a stolen iPad.

- **Use a passcode** Although it's not 100% hacker-proof, it will block unauthorized users from accessing your information.

- **Consider enabling automatic data erasing** You can configure your iPad to erase your data after 10 failed passcode attempts. Clearly this is not a good solution for anyone who constantly forgets a password or those who have kids who might try to endlessly log in to use your iPad.

- **Sign up for MobileMe** As mentioned opposite, this software will allow you to locate a lost iPad and, if it's not recoverable, you can remotely wipe the device of your private information.

- **Limit its capabilities** You can set your iPad to restrict certain functions such as access to Safari, YouTube, installing applications and explicit media content using a passcode. In the corporate world, an IT administrator could set these restrictions for company owned devices. At home, you can use this to restrict what your children can do with your iPad.

- **Install software updates** As with all software, make sure you have the latest security updates and patches installed to protect against hackers and viruses.

- **Only connect to trusted WiFi networks** Public WiFis are open territory for hackers and identity thieves. Whenever you connect, make sure it's a legitimate, secure connection.

How Exposed Are You Online?

Is privacy in America dead? With all the camera phones, online tracking software and social media sites, you can pretty much bet on it. But that doesn't mean you can't protect yourself.

For starters, go to Google Maps and search on your name to see if they have a picture of your home mapped out. If so, you can request to be removed. Next, set up a Google alert for your name (and company name if you're a business owner). Google will e-mail you any time something is posted about you with a link so you can keep an eye on reviews, photos, etc. Next, go to www.Spokeo.com and search on yourself – you might be shocked at how much information is posted about you, your home, your income and personal life. You can request to be removed from this site by going to www.spokeo.com/privacy.

What Is "Cloud Computing?"

Cloud computing refers to the "next evolution" of the Internet and how users (you and me) access, store and work with applications, files, e-mail, data and more. Instead of having all your files and applications stored on a PC or laptop, cloud computing puts this workload onto a high-speed, high security server that you access via any Internet connection or device. Why do this? Several reasons:

1. You can connect to your files and applications from anywhere on (practically) any device.

2. You'll save a lot of money on IT support, maintenance and software since those responsibilities are assumed by your cloud provider.

3. You only pay for the applications, storage and software you use. A good comparison for this system is the way you access the electricity that runs into your home or office. To use it, you just plug the appliance of choice into any outlet. Like electricity, which is metered, with cloud computing you just pay for the services you use.

4. Most cloud solutions offer instant backup and the ability to be back up and running again fast. Since your files and applications are hosted online, a failed server or PC won't put you out of business, and the chances of a data center going down (the place where your files and apps are stored) is very, very slim.

Chances are you're already using cloud computing without even knowing it. If you bank online, access an e-mail service like Yahoo! Mail or Gmail, or use an e-mail broadcasting service like ConstantContact, you're using cloud-based apps (also called SaaS or "software as a service").

Many businesses are moving to cloud computing because it frees them from having to install, maintain and upgrade expensive, overblown PCs that cost a lot to maintain. It also makes adding and removing users (or employees) quick and easy since you simply pay for what you use each month and nothing more. Other advantages include unlimited storage, automatic backups, higher-level security and the ability to access your information from any device anywhere. Plus, cloud-based networks don't require the ongoing maintenance that traditional server-workstation networks require.

However, not every application or situation is suited for the cloud. While many line-of-business applications still can't be hosted in the cloud and require a commercial-grade Internet connection with a backup such as DSL or cable, there's no doubt that cloud computing is here to stay. Advances are being made rapidly to make it the better solution for most businesses. Of course, we're here to help you understand your options and the pros and cons.

How Would You Like To Have This Corporate Embarrassment On Your Record?

Back in April, the largest known e-mail security breach took place when Epsilon, an online marketing corporation, had their *clients'* lists of e-mail addresses stolen by sophisticated cyber thieves.

Epsilon was in charge of maintaining the e-mail databases and campaigns of some of the largest corporations in the country, including 1-800 Flowers, Best Buy, Walgreens, JPMorgan Chase, Capital One, and more. In fact, there's a good chance that you've received multiple "apology" e-mails from these vendors.

While some said the breach didn't cause a whole lot of damage, we disagree. Essentially, these cyber criminals now have the ability to invent highly sophisticated phishing attacks by creating e-mail offers that look like legitimate promotions coming from companies they (the people whose e-mail addresses were stolen) buy from and trust.

And though it's already common for cyber thieves to impersonate credible organizations with what appears to be legitimate e-mail messages that seek to verify account information, this recent breach of security allows cyber thieves to be smarter and even more targeted with their scams.

Two Key Lessons

First, you need to be a lot more wary of e-mail promotions and communications that ask you to provide your credit card information or to validate your account information (username, password, social security number, etc.). No valid company will ever ask you to send important, confidential information in that manner.

Second, this breach serves as a warning to all businesses that they must have the MOST up-to-date security systems in place for their computer network, especially if you handle client data such as credit cards, bank accounts, social security numbers, passwords, client lists and more. Epsilon has responded to the security breach, apologizing to all of those affected, but the damage is done to their organization, not to mention their clients.

That's why we urge all of our clients to enroll in our Managed Services Plan. This service allows us to monitor your network's anti-virus, firewall and security settings to make sure your network is protected against these damaging events.

Tips for Word

Did you know you can move without using Copy & Paste? Most of us know that how to use the cut/past function in Word. Command X or Command V to copy and paste. However; there is another trick in Word you can use for this. While CMD +X +V are both great this just gives you another option.

When you are in Word just highlight the text that you want to cut and press F@. When you have selected move your mouse cursor to the position that you want the text to go to. Hit enter and you are done. Your text will be where you want it to be.

About News Feed

For businesses this view option can be really useful. If you have posted content that has been interacted with then there is a better chance that it will be seen by other users through this default view.

The Most Recent view

As the name suggest, this view is of the most recent posts on your News Feed. Posts are presented chronologically with updates from all of your friends and Pages.

This view is a great way to track everything people are posting so that you don't miss those posts which wouldn't be included high up in the Top News view. For businesses, this allows a valuable insight into what people like and don't like at any given moment, and to be able to respond to interactions which are important but haven't necessarily become popular. It could be that by seeing these posts and coming back with a reaction that you then create a flurry of interest which would then be seen in the Top News view.

How to switch between them

Looking to switch between views on your News Feed? You can easily do so by:
1. Logging into your Facebook account.
2. Pressing News Feed on the menu on the left-hand side of the page.

Clicking the gray arrow beside News Feed and selecting either Top Stories or Most Recent. This will switch your News Feed view to the one you select.

If you are looking to learn more about Facebook in your business, contact us today to see how we can help.

"Most people who want to get ahead do it backward. They think, 'I'll get a bigger job, then I'll learn how to be a leader.' But showing leadership skill is how you get the bigger job in the first place. Leadership isn't a position, it's a process." *"John Maxwell"*

Shiny New Gadget of the Month

If you're a Mac device junkie and have a Mac at home, a PC at work, an iPhone in your pocket and an iPad in your car, check out MobileMe. This software allows you to store email, contacts and calendars — even shared ones — in the cloud and automatically keeps them in sync across all your devices.
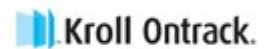
Other cool features include the ability to remotely locate a lost iPhone or iPad. And if you're certain it fell into less-than-honest hands and you don't think you'll be getting it back any time soon, you can remotely wipe the device clean of all your data.

The Gallery enables you to create a beautifully displayed online gallery of your photos and share them with others in just a few clicks, allowing your friends and family to add photos of their own. And the iDisk app gives you the power to store and share large files online as well as access them remotely.

MobileMe costs only $99 for a year's subscription and $149 for a family pack that gives you one individual account with 20GB of storage and 4 family accounts with 5 GB of storage. Not sure if it's right for you? Then sign up for a free 60-day trial at:

www.apple.com/mobileme

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