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tech-ade

Turn your technology lemons into lemonade

Could Facebook Ruin Your Business?

Warren Buffet said, "It takes 20 years to build a reputation and 5 minutes to ruin it." Nowhere could this idea be more true than on the Internet.

With lightening-fast speed, one negative post about your company on Facebook or other social media site can travel to hundreds or thousands of potential customers or employees and ruin your reputation.

On top of the humiliation of "losing face," from negative online feedback, you could lose customers, sales, and vendor relationships, too.

The Un-Truth

While some "company-bashing" comments might be warranted, here's the worst part: some are completely untrue. Obviously, there's no way to fact-check everything posted about your business. Most online comments about any business are actually just pure opinion.

Think negative online opinions on Twitter or Facebook will just "blow over?" Not likely.

Posting something online makes it available for anyone to copy and distribute instantly. So even if you delete the initial post, the same information may already be posted in 18 different places. Once

something is online, it's pretty much there to stay.

How Your Reputation Could Be Tarnished

There are four ways potentially damaging messages could be said about your company.

1. Competitors. It isn't difficult to hide your true identity online. All your competition has to do is pose as an "average Joe" and pretend to be your customer. Then he can post negative reviews, damaging comments, or horrible customer experiences that never happened. In a matter of minutes, he can make your loyal customers have their doubts about continuing to do business with you and ward off potential new clients.

When this happens to you, proving these comments are posted by your competition is no small feat. Even if you could prove who the culprit was, you wouldn't be likely to nail him. Since social media is a relatively new phenomenon, there is very little case law available. What is available pertains more to employees' social media activity than to your competitors.

2. Employees. Without intending to, employees could post or comment about confidential

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company information and put the business at enormous risk. Merely commenting on a project or a particular customer could cause the competition to steal business away, or could make the customer leave, upset that your employees are writing about their dealings with you for all the world to see.

Then there's the disgruntled employee. According to a recent survey by Deloitte, 74% of employees say it's easy to damage an employer's reputation using social networking sites (Facebook, MySpace, Twitter, etc.).

Recently, a bank sued one of their ex-vice presidents after he posted confidential company documents online. Allegedly, the documents exposed illegal activities. The law suit requested the forceful removal of the documents. The bank lost the case, saying that the website and the ex-vice president had a First Amendment right to keep the documents online. In addition, the judge pointed out that taking down the documents would do little good, since they could have been copied and re-posted by other sites.

3. Employees' "Friends" And Family.

Turns out it's not just employees you need to worry about...but their circle of friends and family, too.

In a recent U.S. court case, a restauranteur was quoted in a newspaper article as saying that he treats his employees with "dignity and respect." When the father of a former employee read this article online, he was not too happy. He left a comment that the company had been sexually harassing his daughter and that the owner condoned the behavior.

The company looked for justice by suing the father for defamation, but the case got thrown out. The reason? The court sited these comments as opinion and not

applicable to defamation laws.

4. Customers. Social media and other online chat has made it easier than ever for customers to let the world know about negative experiences with your company. Of course, the best thing to do is work diligently to keep your customers happy and avoid this issue altogether. But just one "minor" incident can send a bad vibe to all your prospects at the speed of light online.

Though you can't prevent customers or competition from posting whatever they want, you can have some control over what your employees do.

How To Prevent Online Company Bashing

First, make sure you have a computer use policy. In it, you can dictate what employees can and cannot do online and include a section on banning any conduct that could damage your company's reputation.

Second, monitor your employees' activity online. Newer content filtering appliances allow business owners to keep an eye on where their employees are going and even what information they are posting online.

FREE 2-HOUR SERVICE CALL HELPS YOU PROTECT YOUR REPUTATION

During the month of April, we're giving away 2 FREE hours of service to use as you wish. You can have us review or begin writing your computer use policy, help you develop a plan for monitoring negative online comments or review your firewall for other Internet threats. Don't miss out! Call us for your 2 FREE hours today!

508-992-2541

"The only yardstick for success our society has is being a champion. No one remembers anything else."

John Madden

Paper Chaos: “Good Riddance”

Paper is expensive. Ink, supplies, cabinets, storage, and payroll to handle the paper; it all costs money and time. Just 15 minutes a day of paper shuffling equates to a FULL work week of non-productive time per year.

Want to get that time and money back? Then consider a document management solution.

By using document imaging, your paper piles are converted into organized, easy to find electronic files. Good document management systems can also streamline processes, eliminate redundancy and increase the ability for your employees to collaborate on documents. Say “Bye-bye, paper...Hello, technology.”

Ever Wonder Why...

The third hand on the watch is called the second hand?



“Slow down” and “slow up” mean the same thing?



“Abbreviation” is such a long word?

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 Hunt Yachts. 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!**

If Your Ex-Employee Deleted All Of His E-mails, Would You Know What To Do?

Though sometimes necessary, letting go of an employee is never easy. No one wants to think that their employees would do anything inappropriate when they leave. But the fact is...it happens.

When you think about all the company information that person was privy to—and the damage this person *could do*—it’s downright scary.

Thankfully, Microsoft Exchange 2010 protects you from that. This popular e-mail system uses a feature called the “legal hold” to prevent an unscrupulous employee from deleting important messages to cover his tracks.

If any employee in your company deletes or alters an e-mail, this new version of Exchange can save this message for you.

To help prevent any funny business from happening in the first place, you can even have the e-mail system warn the employee that the “legal hold” feature is on.

In addition to protecting you from a bitter employee, the new Exchange can help with other legal matters, too.

Let’s say you are having a disagreement with a vendor. To support your case, you need to gather all the e-mails your company has sent to them.

The new Exchange makes that a snap. With a few clicks, you can search everyone’s mailbox for relevant e-mails without going to each employee looking for it.

How do you get your hands on this software? 2 options.

Option #1 – Own it. You buy the server, software & pay for set-up, but retain all the control.

Option #2 - “Rent” it. Coined, “Hosted Exchange” this gives you the flexibility to “share” the software and hardware costs with other businesses thereby greatly lowering your upfront costs.

Which Option Is Right
For You? Call Us:
508-992-2541



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"You have enough to think about"

Services We Offer:

- IT Consulting Services
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- Network Security
- PC and Server Maintenance & Support
- E-mail & Internet Solutions
- Helpdesk Support
- Managed Spam Filtering
- Storage Solutions
- Network Monitoring to Prevent Problems

ThinkTech Is Growing – In More Ways Than One!

As some of you may know, in 2009 ThinkTech added another C.E.O. (Chief Executive Offspring) to the family. (That's Pam, Nathan, Zachary (3), and Brody (8 months) in the picture). In addition to growing our literal family, we've grown our client family as well. We now have locations in the following three areas:



Southeastern MA

(headquarters)

Southwestern FL

Central TN

We will be busy continuing to expand all three locations this year and providing exceptional support to our wonderful clients. If there is ever anything we can do to make your "WOW" experience with us EVEN BETTER, be sure to call us at 508-992-2541.



FREE FRESH FLORIDA ORANGES OR **TENNESSE GOO-GOO CLUSTERS**



Know any businesses that could use computer and network support in either of our two new support areas? Call us at **508-992-2541** or send an e-mail to jessica@thinktechonline.com with the name and contact information of any of your business friends who are looking for a good, reliable IT support company...and get "paid" in oranges or chocolaty goo-goo clusters!