



Business Bits & Bytes



“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

“As an organizational leader, I know you don’t have time to waste on technical and operational issues. That’s where we make *IT EZ!* Call us and put an end to your IT problems finally and forever!”
- Diana Spurgus, BSSI

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*Source: www.ioss.gov



How To Be Safe And Smart On Social Networking Sites

Did you know...

- More than 90,000 registered sex offenders were removed from one popular social networking site...and those were only the ones who used their real names.
- According to the Al Qaeda Handbook, terrorists search social networking sites for “government personnel, officers, important personalities and all matters related to them (residence, workplace, times of leaving and returning, children and places visited).
- Social networking sites have become a haven for identity thieves and con artists, and social networking viruses are on the rise.

Think about it: Facebook, Twitter and other social media web sites have become the world’s largest database of personal information, all served up intentionally by the user. It’s practically every scammer’s dream come true!

9 Smart Tips To Stay Safe

Protecting yourself requires some awareness of how cyber criminals use the system against you. Here are a few things you need to know:

1. Keep your firewall’s security and anti-virus software up-to-date.
2. Never log in from public hotspots. Social networking sites generally do not have secure logins available (that’s the https with the lock icon in the search bar). That means your username and password can be swiped at any time. Log in only from trusted wireless networks.
3. Use strong passwords that contain a mix of upper- and lowercase letters, symbols and numbers.
4. Remember the golden rule: If you wouldn’t do it or say it on a public street, don’t post it online.

Get More Free Tips, Tools, and Services At Our Web Site: www.BSSI.biz.

Shiny New Gadget Of The Month: Camtasia Studio

With online video becoming a hot trend and an effective way of engaging visitors with your web site, you might be wondering how you can quickly and inexpensively create your own web videos. Or maybe you want to create a video tutorial to train employees how to perform a certain process or task without having to repeat the training over and over again. Or perhaps you want to create welcome videos and tutorials for new customers. All these are possible using Camtasia Studio.

Since the software comes in versions for Windows and Mac users, anyone can create professional-looking videos. The cost is \$300; compared to hiring someone to do this for you, it's a steal. There is a bit of a learning curve, but TechSmith (the makers of Camtasia Studio) offer several web videos to assist you. TechSmith also offers a 30-day trial so you can see if you like it before you commit to buying.



5. Be wary of all links and files. Hackers often post links in comments to try and trick you into downloading an "update," "security patch" or "game."
6. Keep an eye on what your friends post about you. Many people have been fired or lost an important client because of online pictures and content.
7. Be careful who you 'friend.' Yeah, it feels great to have hundreds (or thousands!) of friends, but the reality is, you really know only a fraction of those people.
8. Be wary of all add-ons. Many of the games and plug-ins are written by third-party companies, not the social network itself.
9. Do a search on yourself. You might be surprised at just how much information comes up! If it's more than you feel comfortable with, restrict your profile online.

What Are QR Codes And How Can You Profit From Them In Your Business?

(We have encoded a secret message into this QR code. See if you can figure it out)



The last time you were flipping through your favorite magazine, you may have noticed a small, digital-looking image on one or more of the advertisements. What is it? A "Quick Response" code or QR code for short.

A QR code is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones.

This concept was initially created by Toyota for tracking parts in vehicle manufacturing; however, QR codes have been largely adopted by advertisers that want to target mobile phone users (known as mobile tagging). QR codes can be used to display text to the user, to add a vCard contact to the user's device, to open a URL or to compose an e-mail or text message. To read the codes, download a free code-reader application to your smart phone that has a camera. Just start the application on the smart phone and scan the label and you can read the content. To generate and print your own QR codes for others to scan, visit one of several free QR code-generating sites such as <http://qrcode.kaywa.com>

So how could you use this? Once you have a tag, put it on just about anything: packaging, ads, posters, billboards, business cards, signage, stickers, coupons and your website. Bonterra Vineyards includes tags on its wine bottles; Ed Jordan, CEO of JAGTAG, says he sees them in New York City on bus shelters, phone kiosks, drug store signage, cocktail napkins and sporting venues. It is another technology tool to drive sales by allowing people to get more instant information on a product, service and company and buy much faster than the types of media originally offered.

The Lighter Side...

Important Lessons We Have Learned From The Movies:

- Ventilation ducts are roomy enough to allow anyone to wiggle through them.
- Medieval peasants all had perfect teeth and British accents.
- Everything always works out in the end if you are a good person.
- Striking one match will light up an area equivalent to a football field.
- The moon always shines enough light in the forest so you can clearly see what's going on.
- The Eiffel Tower can be seen from any hotel room in Paris.
- Every police investigation will require at least one trip to a strip club.

Planting The Seeds Of Motivation

An armed robber serving 10 years in prison got a letter from his wife that said, "I'm thinking about planting a garden in the backyard. When's the best time to start?" The prisoner wrote back, "Whatever you do, don't plant anything in the backyard. That's where I buried the money from my last job."

A week later, his wife wrote back, "They're reading our mail! The other day, a team of police officers showed up with a warrant and dug up the entire backyard! Now what do I do?"

The prisoner wrote back, "Start planting."

Red Flags Rules Apply to You—Yes, You!

While many companies think the federal Red Flag Rule applies only financial institutions, if you invoice customers for your goods or services, it applies to you, too. Regulations designed to minimize identity theft went into effect in June of 2010. Are you complying with them?

The federal government's so-called "Red Flag Rule" requires all businesses that are potential identity-theft targets develop plans to spot red flags and prevent theft. Red flags include suspicious photo IDs, unverifiable addresses and Social Security numbers, and questionable account activity, to name just a few.

While many companies think the Red Flag Rule only applies to financial institutions, it actually applies to all creditors—with creditors being defined as "businesses or organizations that regularly provide goods and services first and allow customers to pay later," according to a Frequently Asked Questions guide prepared by the Federal Trade Commission, which will enforce the Red Flag Rule.

In other words, if you invoice customers for your goods or services, you're a creditor—and the Red Flag Rule applies to you.

How can you comply? You'll need to have a written policy that specifically addresses how you will prevent and handle identity theft. Other recommendations include data encryption, annual updates of your written policy, and staff training.

While this may seem onerous, you don't want to ignore the legislation. Fines are \$3,500 per violation—and the threat of a lawsuit from customers whose identity has been stolen.

Related articles [Do You Comply with the FTC's Red Flag Rule?](http://tinyurl.com/2dy2bet)
<http://tinyurl.com/2dy2bet>

Client Spotlight: Hamburg Fireworks

(www.hamburgfireworks.com)

Hamburg Fireworks has been lighting up the skies since 1972. They were also recognized as outstanding small business of the year in 2010 by the Lancaster Fairfield County Chamber of Commerce. We at BSSI are very honored Hamburg Fireworks choose us to redesign their network and help with the installation of their new POS system ...and just in time for their very busy retail season. For all of your fireworks needs, visit Hamburg Fireworks. Thank you so much Hamburg Fireworks for allowing us to serve your organization and for everything you do for all of our local communities!

Pizza Terrorist?

According to the *Philadelphia Business Journal*, a pizza shop owner was jailed for dumping live mice at his competitors' restaurants. The police are calling this "food terrorism by mice."

Nikolas Galiatsatos, owner of Nina's Bella Pizzeria in Upper Darby, walked into Verona Pizza, a neighboring competitor, carrying a bag and asked for the bathroom.

When the owner went to inspect the bathroom after hearing a banging noise, he discovered footprints on the toilet and a bag tucked into the ceiling. Fortunately, two police officers were in the restaurant at the time and promptly investigated what they thought was a drug deal. However, instead of drugs the officers found several mice.

Galiatsatos was then seen walking across the street to another competing pizzeria, Uncle Nick's Pizza. The police reported that after he left the second pizza parlor they found another bag containing five living mice and one dead mouse in a trashcan.

He was promptly arrested and now faces charges of criminal mischief, disorderly conduct, harassment and cruelty to animals.



How To Get Your E-mails Delivered

Since e-mails are cheap and easy and deliver instant results, there's a good chance you are (or plan on) using e-mail broadcasts to communicate with your clients and prospects. But with so much spam, how can you make sure your e-mails stay OUT of the spam filter and get safely delivered to your recipients' inbox? Here are a few tips:

1. Send e-mails only to people who have opted in or requested to receive e-mails from you. Otherwise, you'll risk being flagged as a spammer and will get your account or server blocked.
2. Use a legitimate e-mail broadcasting service. This goes along with the above recommendation. These services have entire teams of people working to make sure the e-mail broadcasts sent from their servers are delivered – a huge task that is no simple thing in the online world. That's why it's better to use these services versus broadcasting from your own server. It takes only one person to flag you as a spammer to get your server shut down.
3. Send text e-mails instead of HTML. A study by AWeber.com shows that plain text messages are undeliverable 1.15% of the time and HTML-only messages were undeliverable 2.3%. If sending HTML, always send a plain text alternative message, also called text/HTML multi-part mime format.

Who Else Wants To Win A \$25 Gift Card?

Take our monthly Trivia Challenge, and you could win, too!

The Grand Prize Winner of last month's Trivia Challenge Quiz is Theresa Wahl of Hocking County Job Services Center! She was the first person to correctly answer our quiz question from last month:

In a 1980 April Fools' Day hoax, the BBC reported that the iconic Big Ben would undergo a drastic transformation. What was the transformation?

- a) Become a Swiss watch b) Double the size of the clock c) Go digital

The correct answer is (c) Go digital. Congratulations, Theresa Wahl, you've won a \$25 Gift Card! Now, here's this month's trivia question. The winner will receive a gift card to Starbuck's!

What was put on sale for the first time in May of 1886?

- a) United States Savings Bonds b) Coca-Cola c) Mother's Day Cards

Call us right now with your answer! 740-681-9753