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<http://www.ShinnTechnology.com/survey>



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<http://www.Google.com/local/add>
<http://listings.local.yahoo.com>

Clean up on Aisle 7- Facebook Security

Social networking has become a very big use of the internet. I started using Facebook about a year ago as a business tool to keep in touch with clients and friends. As a daily Facebook user, I became more and more concerned about my privacy and the security on Facebook. As I started researching this concern, I found many ways to clean-up my profile to lock down security and control who has access to my personal information.

First of all you need to read and understand the Facebook Privacy policy (yep, the text mambo-jambo that no one ever reads). It can be found at <http://www.facebook.com/policy.php>. In general, Facebook has the right to use any information you put on—photos, telephone, email, etc..... you do have some options for privacy and security.

There are many “settings” options that you need to go through on your profile. To get to the settings area, click [Settings] from the top menu bar of the main Facebook page. Read below for notes on each section. It will take about 15 to 30 minutes to complete this process.

Account Settings

There are many settings under Account Settings, most have to do with preferences. The main setting to be concerned about here is under the [Facebook Ads] tab.

Change the [Allow ads on platform pages to show my information] to **No One** and click the Save Changes button. Next, change the [Show my social actions in Facebook Ads] to **No One** and click the Save Changes button.



Our relationships are built one client at a time.

Application Settings

Here are all the settings for the applications you use on Facebook. You may be surprised just how long this listing is. **Note--** you have to [allow] every application to use your personal data the first time you use it.

There are seven sub menus under the [show] drop-down box. You need to go through all seven sub menus (Recently Used, Bookmarked, Added to Profile, Authorized, Allow to Post, Granted Additional Permissions and Facebook Prototypes) and adjust settings.

First of all, I removed most every application from the list in each of the seven sub menus except for Farmtown (a game I play). There are many standard Facebook applications-- events, gifts, groups, links, notes, photos. You can't remove them, but you can adjust their security settings. To remove an application from the list, click the [X] next to the listing and choose remove.

Go though each of the seven sub menus and [edit settings] on each application. Here you can set the privacy to **Only Friends** or **Only Me**, as you see fit. Under the [additional permissions] tab of each-- I remove the check mark from [publish recent activity to my wall].

The full article (to include protecting your children on Facebook) can be read at: <http://www.ShinnTechnology.com/facebook-security.pdf>

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TECHNOLOGY *quick tips*



**Koncierge
Korner**

We continually search for business resources for our clients and below are a few great service providers.

Proxurve Solutions

www.Proxurve.com

Troy Holwerda (317) 664-7769

What do they do?

Remote backups, T1 lines and connectivity, Voice over IP phone service, website hosting and email.

Wilds Restoration Services, LLC.

www.WildsRestoration.com

Rusty Wilds (317) 352-1240

What do they do?

Restoration of Fire, Water, Wind and Mold damage for residential and commercial clients. 24 hour emergency service response.

Companion Animal Hospital

www.CompanionAnimalHosp.com

Leon Freeland (317) 823-1123

What do they do?

Boarding and healthcare for your pets.

The PA System

www.ThePASystem.com

PA Nilhagan (317) 582-1550

What do they do?

Tennis instruction for high school, college and professional players.

Boyd Accounting Services

www.BoydAccountingServices.com

Robert Boyd (317) 697-5002

What do they do?

Accounting, bookkeeping, tax preparation, financial analysis, business planning and more.

Floors Direct by Shannon

www.FloorsDirectbyShannon.com

Steve Murrell (317) 784-9060

What do they do?

Flooring product sales and installation— carpet, tile, wood. Direct sales and insurance projects.

Protecting your valuable data

We talk about this with our clients all the time. The reason is because they don't really understand why it is important to protect their data until they lose it. Here are a couple different angles to use:

Remote backups

You install software on your server or workstation that will backup your data over the internet to a secured server. Nice because you get a daily backup and it is safely archived offsite.

Onsite backups

A cheap and quick way to do onsite backups is to purchase two external hard drives and a backup software program. Each night you backup your data to one external hard drive. Every morning your admin swaps the backup drive and takes the latest backup home with them. Still gets your data offsite.

Windows 7—do I upgrade or wait?

I have used the business version on a spare workstation in my office for a few months now. Windows 7 seems to be more stable than the Windows Vista versions and has better driver support for printers, scanners, cameras, etc. You can learn more about Windows 7 by visiting: <http://www.microsoft.com/Windows/windows-7>.

Quick rules of thumb: I would upgrade your workstation to at least 4GB of RAM. I would also purchase Windows 7 from the manufacturer of your workstation— format the hard drive and install Windows 7. I do not ever like to upgrade to a new operating system from an older one. Too many issues can pop up that may be hard for future support.

Dell Computers— what do you think?

For workstations, I have been advising my clients to purchase Dell for many years. I have found them to be very dependable, easy to support, and they have good technical support from the manufacturer. It is true that unless you purchase American support, you will be talking to someone in India— but the American based support is only \$99 for a three year period. Their standard business class warranty is three years, next business day support. If you want a server based product, Dell is OK.... but I prefer Hewlett Packard servers for more than a very basic small office network.

What is Malware?

Malware is any software that gets loaded on your computer that provides negative results (ie: pop-ups, a message saying that your computer has been infected, etc). It is commonly received from porn, game and shopping websites. Malware is looked at a bit different than a standard virus— but malware can open the door for a virus to infect your computer.

I have found that Symantec anti-virus does a great job for finding and removing viruses— but no anti-virus program does an exceptional job of removing malware. MalwareBytes has a free download that is awesome for removing malware. It can be downloaded from ShinnTech at: <http://www.shinntech.com/resource4.html>.

The base version is free. They have other product offerings for reasonable prices. Just download the software and install— it will update itself and you are ready to scan your computer. Remove everything it finds....

MindScape *top 5*

"Nobody can make you feel inferior without your consent."

"Live as if you were to die tomorrow. Learn as if you were to live forever."

"It is better to remain silent and be thought a fool than to open one's mouth and remove all doubt."

"Dance like no one is watching. Sing like no one is listening. Love like you've never been hurt and live like it's heaven on Earth."

"Be the change that you wish to see in the world."

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