

AUGUST 2022

TECHNOLOGY INSIDER



**Who else
is sick of
spam?**

*Your monthly newsletter,
written for humans, not geeks*



For business owners, spam is bad news.

Not only is it annoying, but it's also eating up hours of your team's time each year. It's estimated that people who get more than a hundred emails daily could lose around 80 hours of their time each year sorting out spam.

As well as the impact on productivity, have you considered how else it might be harming your business?

For example, how many of the emails that you send out – especially your marketing messages – are being marked as spam?

Spam filters score each email based on the sender's reputation, domain name, and many other factors. They also read the emails to spot common words and phrases used by spammers.

Using one "spammy" word in an email isn't a disaster. But using too many can give you a higher spam score, and your message could be filtered into the spam folder.

Try not to use things like "\$\$\$" or "free money." Other flagged words and phrases are more surprising – "being a member," "free trial," "unlimited," and even "amazing."

Next time you are creating a marketing email, take a moment to consider how spammy your email could be perceived before you hit send. Staying out of the spam folder improves deliverability and your open rates.



DID YOU KNOW...

paying ransomware makes you a bigger target?

Ransomware is evil. It's where your data is encrypted until you pay a ransom fee to get it back.

Many business owners say they'd pay the ransom to resolve the problem. But doing that can make your business an even bigger target in future attacks.

The same attackers hit 80% of ransomware victims who paid a second time...

Doh.

The most significant defense against ransomware is being 100% prepared. You need a working and verified backup, a ransomware resilience plan, and all the proper security measures in place **BEFORE** being attacked.



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Not just satisfied with filling our roads with his electric vehicles, now Tesla's Elon Musk is about to demonstrate a household robot.



Alan Helbush, Where To Start

The humanoid Optimus robot (aka the Tesla Bot) will be able to take on the repetitive and dangerous tasks that people hate. It'll be 5'8" tall, carry up to 45 lbs, and walk at 5 mph.

Sounds like a good shopping companion...

Elon's shifted his planned AI day from later this month to the end of September. After that, he hopes to have a working prototype ready to show us.

Which hated household tasks would you hand over to a Tesla Bot? How would you use it in your workplace?

#1

As people become more suspicious of technology, new phobias develop. Technophobia is the fear of technology and cyberphobia is the fear of computers

#2

Want to know how old you were when the internet was born? Visit www.howoldistheinter.net

#3

In the 1950s, computers were called 'Electronic Brains.' Shall we stick with 'computer'?

TECH FACTS

AUGUST 2022



“ INSPIRATIONAL QUOTE OF THE MONTH

“Technology will never replace great teachers but technology in the hands of great teachers is transformational.”

**George Couras,
Innovative
Teaching,
Learning, and
Leadership
Consultant**

”

WHO WILL GET THIS MONTH'S TECH QUIZ CROWN?

**You do have a tech quiz
crown, right?**

1. How many programming languages are currently in use?
2. What's the name of a website designed just to be used for sharing information inside a company?
3. Which mobile operating system does Google control?
4. What does PDF stand for?
5. What is a computer trojan a form of?

The answer are below.

- 1) It's really hard to say. Wikipedia has a list of about 700. But some programmers claim there are up to 9,000
- 2) An intranet
- 3) Android
- 4) Portable Document Format
- 5) Malware



NEW TO MICROSOFT 365

Ever hit send too soon in Outlook?

Yes, We've all accidentally sent an email before it was ready. Or sent it to the wrong person 🙄

And while Outlook's recall is a popular feature, it hasn't always worked historically.

It was only reliable if the recipient used Outlook also.

Great news. An update due for release next month will make email recall work regardless of where the recipient gets their email.

Are you Blacklisting or Whitelisting?

AUGUST 2022

You know what it means to be blacklisted, right? (we don't mean through personal experience, of course).

Blacklisting is where you block something you don't trust. It keeps networks and devices safe from lousy software and cybercriminals.

But there's another, safer way of doing that, and that's called Whitelisting.

Rather than trying to spot and block threats, you assume everyone and everything is a threat unless they've been allowed (whitelisted).

But what is the right approach to keeping your business data safe? The debate rages on, with many IT professionals holding different views.

Here are the main differences...

- Blacklisting blocks access to suspicious or malicious entities

- Whitelisting allows access only to approved entities
- Blacklisting's default is to allow access
- Whitelisting's default is to block access
- Blacklisting is threat-centric
- Whitelisting is trust-centric

There are pros and cons to each approach. While blacklisting is a simple, low-maintenance approach, it will never be

comprehensive as new threats emerge daily. It's also easy to miss a threat, as cyber criminals design software to evade blacklist tools.

Whitelisting takes a stricter approach and therefore comes with a lower access risk. But it's more complex to implement and needs more input. It's also more restrictive for people using the network and devices.

Confused? You're not alone! Get in touch to discuss which approach is best for your business.



Business gadget of the month

You can use your phone's camera if you want to upgrade your webcam without spending a lot. But, of course, it would help if you also had a good tripod to hold it.

The Joby GripTight ONE is a great option. It's under \$25 on Amazon, has bendy, flexible legs and magnetic feet, and is small enough to carry from home to the office.



?A

Q: How can I avoid being phished?

A: The best thing is treating every email with caution. If you're unsure, check the address it's been sent from, look for grammatical errors, and see if the layout looks like a normal email from that person or company. If you're unsure, don't click any link.

Q: What's an insider threat?

A: It's the name for when someone within your business gives cyber criminals access to your devices or network. Usually, it's not malicious. But it's why regularly training your team in cyber security is a must.

Q: How do I choose the right backup for my data?

A: Security and reliability should be your main considerations. Get in touch and we'll tell you what we recommend.



WHERE TO START
TECHNOLOGY SOLUTIONS

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To Set up a 15-minute exploratory video chat, visit
www.WTSci.com/AlanHelbush
or scan this QR code.



Alan's Calendar