



# Connectability Corner

PUTTING THE PIECES TOGETHER.



## Free Executive Webinar

How Zero-Trust Solutions Can Reduce The Risks of Your Biggest Cybersecurity Vulnerability: Your Staff

When evaluating cybersecurity protections, most businesses focus on external threats like hackers, and cyber criminals. And while these are important risks to consider, one area that few businesses take seriously enough is the risk introduced by their employees.

That's why we are holding this event. We want to educate Toronto business owners and managers about a new *Zero-Trust* approach to cybersecurity and how it can help your business stay secure against your biggest threat, - **your employees** - so you can take the steps necessary to prevent Ransomware or Data Breaches BEFORE they occur.

We are hosting a webinar on **Thursday, September 29th, at 12:00 pm**, titled "How Zero-Trust Solutions Can Reduce The Risks of Your Biggest Cybersecurity Vulnerability: Your Staff "

To sign up, go to: [www.connectability.com/zerotrusted](http://www.connectability.com/zerotrusted) OR call: (416) 966-3306.

### During the event, you'll learn:

- **What** a Zero-Trust Solution Does
- **How** a Zero-Trust Solution Works
- **How Cybercriminals Gain Access** To Your Computers
- **The Impact** of Giving Employees Admin Rights
- **Why Your Business Needs a Zero-Trust Solution**

## September 2022



This monthly publication provided courtesy of Ted Shafran, President of Connectability



## It's Time For A Refresh!

### 4 Cyber Security Trainings To Do With All Employees

Students are returning to the classroom now that back-to-school season is officially underway. During the first few weeks, teachers will be reteaching their students the topics they learned in the previous school year to help them regain knowledge they may have forgotten during summer break. But students aren't the only ones in need of a refresher every year. Your employees also need to be refreshed on company policies, values and, most importantly, cyber security practices.

Did you know that human error accounts for 95% of all successful cyber-attacks? When a cybercriminal is planning an attack, they look for weak points within a company's cyber security plan. The easiest spot for hackers to exploit is a company's employees. New cyberthreats are created on a consistent basis, and it's important that your employees know what to do when they encounter a potential threat. If your employees are not routinely participating in cyber

security trainings, your business could be at risk, regardless of size.

Every single one of your employees should be familiar with your cyber security practices. When they're hired on, they should go through an initial training that lays out all of your practices, and they should also participate in refresher trainings throughout the year to ensure that the entire team is on the same page with cyber security. At the very least, you should host at least one security training annually. If you've never put together a cyber security training, you may be wondering what topics you need to cover with your team. Below, you will find four of the most important topics to cover.

### Responsibility For Company Data

This is your opportunity to explain to your employees why cyber security is so important. They need to understand why cybercriminals are interested in

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## Shiny New Gadget Of The Month:



### Logitech Litra Glow

Zoom calls have become a part of our daily routine regardless of whether you work remotely, in the office or a combination of the two. If you'll be on camera every day, don't you want to look your best? That's exactly how you'll look with the Logitech Litra Glow light. The Litra Glow uses innovative geometry and is frameless to provide more light to the areas within your camera's view. It uses soft and diffused light that's easy on your eyes in case you have to be on the call for an extended period of time. Whether you're on Zoom calls, shooting marketing videos or doing anything else webcam-related, the Litra Glow provides you with perfect light for any situation.

## 3 Ways To Extend Your Computer's Life Span

Investing in a computer is expensive, so it makes sense to use that asset for as long as possible. Follow these easy tips to help extend the life of your computer.

### ***Clean and cover your computer***

Dust and dirt are your computer's number one enemy. They can get caught between the keys and other moving parts, which will then cause problems with how the computer operates. To avoid any performance issues or long-term damage, it is best to clean your computer regularly and be sure to cover it when not in use to prevent dust and dirt from building up.

Use canned air to clear out any dirt, especially from fans. If these get blocked with too much debris, the fan's ability to cool down the computer decreases, which then raises the risk of overheating.

When cleaning computer screens, only use the appropriate screen cleaners. Never use window cleaners because they contain ammonia, which can dull and damage the screen.

Avoid eating food or placing drinks next to your computer. Food particles can get stuck between the keys on your keyboard, making it difficult to type, and spilling drinks on your computer can cause it to short circuit.

### ***Keep your computer cool***

When a computer is switched on, it produces heat. If the temperature is not



regulated properly, a computer can overheat, damaging its processor, graphics card, and other internal components. This can cause your computer to malfunction and eventually break down.

To prevent this, place your computer in a well-ventilated room and away from direct sunlight. Make sure the cooling fans and heat sink are working properly. If you're living in a hot climate, you may need to purchase additional cooling fans or use your computer in an air-conditioned room.

### ***Update your computer's operating system and programs***

Updating your operating system is essential to maintaining optimum system efficiency. Updates include patches, security fixes, and software/driver updates that make your computer compatible with the latest web applications and software.

It's essential to update your antivirus software as well. Antivirus updates contain new malware/virus definitions that will help you identify and stop new online threats.

### **Tech Connect Video Series:**

### **Multi Factor Authentication Is More Important Now Than Ever!**

Cybercrime is on the rise. Hackers are using all the tools and resources at their disposal to find your login credentials, access your accounts, and steal your company and personal data. Most people tend to use weak, easy-to-guess passwords (like birthdays and pet names) or use the same password for all their accounts. By using simple passwords, you can be a victim of a security breach. That's why it's important to have an additional layer of protection to put a stop to hackers.

MFA immediately increases your account security by requiring multiple forms of verification to prove your identity when signing into an application. By using multi-factor authentication (MFA), you make it more difficult for cybercriminals to exploit and obtain your sensitive data – even if they have your password.

Watch this video to learn 3 benefits of multi-factor authentication and how it can protect you and your business from a cyber-attack. To find out more, go to <https://youtu.be/PTwYpbGgZmA> OR go to our website at [www.connectability.com](http://www.connectability.com), hover over "Resources & Videos" and select "Videos".



## These Marketing Trends Didn't Go Out Of Style

When people think about trends, they often imagine what's in style at that current moment. We like to imagine that trends come and go, but the opposite is sometimes true. In fact, the greatest trends become a part of our culture. At one time, people thought cellphones, texting and computers were just a phase, but decades later, they're still here because they made our lives better! Trends in marketing are the same. Sometimes a fresh marketing strategy will pop up, but if it works, it will become a mainstay.

As you continue to plan your marketing strategy for the next few months and the upcoming year, you can look at previous statistics to ensure your methods are successful.

Below, you will find three marketing strategies that have proven successful in the past. If these strategies are properly utilized by your company in today's climate, you will quickly see results.

### Using Influencers

People love to use their smart phones and social media. During the pandemic, many businesses started to advertise on Instagram and TikTok through the use of social media influencers. A TopRank Marketing survey found most B2B marketers believe this strategy changes minds, improves the brand experience and yields better campaign results.

### Advertising On Podcasts

There are podcasts available that discuss every topic imaginable, and over 30% of Americans listen to a podcast on a monthly basis. That

percentage rises when you look at younger demographics. Advertising on podcasts is a great way to reach a younger audience.

### Leveraging AI

The importance of artificial intelligence (AI) for B2B marketing became crystal clear recently, when a Salesforce study reported that 80% of business buyers expect the companies they reach out to will talk to them "in real time," regardless of the hour.

This statistic highlights how important chatbots and other AI solutions are for customer conversion.

If you've seen success with certain marketing trends in the past, you don't have to get rid of them when you develop a new marketing strategy.

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

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 gift card to Starbucks. Ready? Call us right now with your answer!

**What has been the most expensive cybersecurity hack to date?**

- a) Epsilon
- b) Target
- c) ExPetr / NotPetya
- d) Veteran's Administration

**Call us right now with your answer!**  
**(416) 966-3306**



This month we will be donating to the **Covenant House Toronto**.

Founded in 1982, with only 30 beds, Covenant House Toronto has now grown to provide hope and opportunity for more than 95,000 young people. Covenant House Toronto is committed to supporting vulnerable youth. They serve youth who are homeless, trafficked or at risk.

As Canada's largest agency serving youth to ignite their potential and reclaim their lives, the Covenant House offers a wide range of 24/7 services to about 350 young people each day. They focus on public policy, leading awareness and prevention programs, and building and sharing knowledge.

Covenant House offers housing options, health and well-being support, training and skill development, all with unconditional love and respect. Their team is dedicated to supporting and building one-on-one relationships with youth, advocating for change in the community, and forming programs.

If you want to contribute to the Covenant House Toronto, we would love your help! Call: (647) 492-4406 or email: [info@connectability.com](mailto:info@connectability.com).