

## How To Make Hashtags Work For Social Media



*Thomas Fox is president of Tech Experts, south-east Michigan's leading small business computer support company.*

On the list of the great rewards of social networking is its capability to reach a huge crowd while spending minimal

costs. Making use of the famous hashtag notation (especially for Twitter and Instagram), you are able to spread your products and services across the globe, and reap the benefits of well-liked trends.

### A hashtag must be short and simple to recall

Crafting a hashtag that is too unique or special could be risky. As much as possible, come up with a hashtag that is brief and straightforward so it can easily be remembered.

Long hashtags are at risk of getting misspelled and forgotten. Additionally, with the 140 character limit of every Twitter post, longer hashtags only consume needless

space. Simple abbreviations frequently are very effective.

### A hashtag must be unique and relevant at the same time

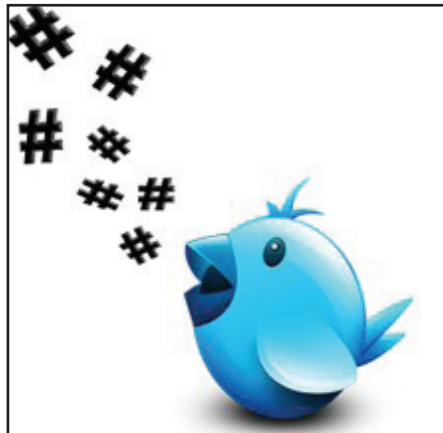
The primary goal of using a hashtag is to bring online users to your social media page.

Picking a general hashtag that may gain large numbers of results will lower the probability of getting your desired volume of traffic.

It may only just make your posts wander off in the search results. You must make sure that your hashtags are only sufficiently unique to be able to avoid too few results.

### A hashtag must be searched first prior to using it

Even though you are confident that you have put together the ideal hashtag, it is still crucial to look for that hashtag prior to applying it.



This is the only way to make certain that you will not get classified with any messages that you are not related to. An example of a hashtag disaster was when a certain company used the hashtag “#notguilty” to express how their customers’ felt after eating their product.

However, this Twitter update was published during a popular person’s murder trial. The hashtag #notguilty became a trend, but for an entirely different cause.

Hashtags serve an excellent purpose which improves your chances of reaching a wider audience. Make sure that you know how to utilize them well.

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## How To Prolong The Life Of Your Computer

by *Jeremy Miller, Technician*

One of the questions we get asked most often is, "What can I do to prolong the life of my computer?" We have been working on computers for years and have found that hardware protection and regular maintenance is the best answer.

### What is regular maintenance?

Regular maintenance is the general up keep of your computer over time. There is a number of free software out there that offer this service with a stipulation.

They will partially clean up your system or some malicious software will state it will speed up your computer if you upgrade to the paid-for version.

You should not trust this free software because it can damage some applications or even your operating system.

### What can I do?

There are many things you can implement to prolong the life of your computer. First, think about your hardware because all software can be reloaded, but once your hardware fails your computer can crash like a house of cards.

### Cooling is Key

The first thing I recommend is to regularly clean out your computer with compressed air. Nothing kills a computer better or faster than high internal temperatures. On average your computer is about 30 degrees Fahrenheit hotter than the room it is in.

You can also increase your cooling by adding more fans. Many desktop cases have space for additional fans.

The better the air flow the longer your computer will last. For laptops, you must always ensure the fan vents are not being blocked, and you can increase cooling by using a cooling pad that has additional fans to increase the air flow around your laptop.

### Make sure you have reliable power

You should always have your computer powered by a surge protector. If you live in a home that has power fluctuations, you should consider an uninterruptable power supply (UPS) which are also known as a battery backup. Many also protect against brownouts.

Most UPS come with multiple outlets, some are protected by the battery as well as surge protection and some are just surge protected.

UPS will provide regular power to your computer even if your power fluctuates, and it can shut your computer down properly if you lose power.

Without reliable power you can short out just about any component in your computer.

If you shut your computer down incorrectly or if you just lose power you can damage your data and can cause your operating system to stop functioning.

### Regular software maintenance

Your computer will accumulate a lot of temporary files from software that does not clean up after itself.

Your hard disk will become cluttered from constantly moving files around, and most computers have old unused software still running in the background.

All of this takes a toll on your computer hardware over time. The idea is to keep the software footprint as small as needed.

The less items you have launch at startup will lead to a much longer computer life. This is because most software needs your processor, Random Access Memory (RAM), and hard drive to run.

The more you have running at one time the higher the stress level on your hardware.

Virus infections may not cause noticeable issues right away but over time you will start to notice things not running properly.

Virus infections and other malicious software can take most of your hardware resources which makes your computer perform poorly. You can attempt to clean these infections out yourself, but without knowing how your computer works, you may end up doing more damage than good.

### Is there an easy way to regularly maintain my computer?

We are constantly cleaning out computers and are very familiar with issues that arise in these processes.

We offer a solution to clean out your computer on a daily basis, so that you can continually use your computer without interruption. Our service runs in the background and will take care of most issues that arise.

We can help increase the longevity while you get the most out of your computer. If you are interested in learning more or have questions please feel free to call us.

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## What Is Green Computing?

by *Michael Menor,*  
*Network Technician*

Green computing is the environmentally responsible and eco-friendly use of computers and their resources. It is also known as Green Information Technology (Green IT).

Green IT aims to achieve economic viability and improve the way computing devices are used. What can you do to make your business and home more energy efficient?

### Shut Down & Switch Off

While putting a computer into a “standby” or “sleep” mode will save a lot of power, many people remain unaware that even shutting down a desktop computer completely does not turn it off.

This is because the computer’s power supply will remain physically switched on, with the motherboard partially powered and waiting for a signal from the switch on the front of the PC (which is not a main power switch) to boot up again.

To prevent a desktop computer from using power, after being shut down it must either be switched off at the wall outlet, or turned off using the small rocker switch on the back of the power supply.

A typical desktop computer uses about 8 watts of electricity an hour when shut down but not switched off.

That’s about 1 kilowatt of electricity being wasted a week for a PC turned off around 16 hours a day.

It therefore really is worth remembering that simply turning off a PC at the back or at the wall when

not in use can have a major impact on energy consumption and its environmental impact.

### Upgrade: Use Low Power Hardware

If you’re using an older computer, chances are that your energy costs are a lot higher than normal. With the improvement of technology, manufacturers have been able to produce more energy efficient components.

An older Dell OptiPlex desktop purchased in 2003 typically had an Intel Pentium 4 processor, a hard drive that you could hear as it accessed data, and a bulky, power-hogging Cathode Ray Tube (CRT) monitor.

At the time of its release it was state of the art and quick, but by today’s standards it is an ancient dinosaur.

Technology is ever changing and these desktops can be easily replaced with faster, more energy efficient hardware. Using the Dell OptiPlex as a base line, let’s compare it with today’s business desktops.

Today you will typically find an Intel Core-i3 processor, which runs faster and more efficient, saving you on average 35% on your energy costs.

That old noisy hard disk drive (HDD) can be replaced with a Solid-State Drive (SSD). Since it has no moving parts it is virtually silent, faster and draws less power (2 to 3 watts vs. 6 to 7 watts in a HDD).



And last but not least that 50 pound CRT monitor you have on your desk can be thrown out the window and replaced with a flat-screen (or LCD) monitor.

Your typical 20 inch CRT monitor will consume about 90 to 100 watts; a 20 inch LCD monitor on the other hand only consumes a fraction of that, between 24 to 26 watts.

On average you will spend \$3.29/month or \$39.42/year to power one CRT monitor. Or you can opt to power an LCD monitor for \$0.88/month or \$10.50/year.

Average computer users can employ the following general tactics to make their computing usage greener:

- Use “hibernate” or “sleep” modes when away from a computer for extended periods.
- Use flat-screen or LCD monitors, instead of conventional (CRT) monitors.
- Buy energy efficient notebook computers, instead of desktop computers.
- Activate the power management features for controlling energy consumption.

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Contact Information

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## What Is The Real Cost Of IT Downtime?

People working with technology understand that downtime happens, whether it is planned (as during upgrades and maintenance) or as an unplanned emergency. Unnecessary downtime often costs an organization significant amounts of money.

Not being able to process sales is perhaps the most direct way in which your company will lose revenue during downtime.

If your sales team uses your company's online resources in their daily tasks, they won't be ringing up the sales numbers. Add to this

the costs of resolving the issues that caused the downtime, including both labor and materials, you're left with the direct monetary impact to your organization.

There's no doubt about it – downtime can damage your company's reputation. Your customers don't like to be kept waiting. Downtime may cause late deliveries, interfere with your customers' ability to place an order or even to contact your customer service.

Efficient business owners understand that employee productiv-

ity has a direct impact on the company's bottom line. It's crucial that everyone has the tools they need in order to remain productive. Downtime causes loss of productivity, and, therefore, profits.

The only way to maximize uptime is to monitor your systems on an ongoing basis. This will provide you with specific details regarding any issues affecting your organization. If you are experiencing anything less than 99.9 percent uptime, you need to start looking into solutions to resolve the problem. Give us a call today.

## How To Show Brand Personality

Social media channels are starting to replace traditional mediums such as radio, print and television when it comes to creating brand awareness.

One good method of showing brand personality on social media is to make such interactions more personal.

How your brand is perceived is greatly influenced by the way you engage with people on social media and making interactions personal

will make them feel much more connected to your brand.

This means that you should respond to comments on Twitter and Facebook with dialogue that does not sound generic or scripted.

The more interactions that feel real and personal on social media, the more comfortable and connected people are going to feel with and to your brand.

Don't hesitate to share personal,

but relevant stories, comments and photos. But tie them into your brand to make them resonate with your intended client base.

Using humor can also be a good idea, but keep it simple and, of course, appropriate.

So long as the content is relevant to your industry and likely to resonate with the sense of humor of your target market, there is no good reason why humor should not be embraced on social media.

## What Is Green Computing, Continued From Page 3

- Turn off computers at the end of each day.
- Refill printer cartridges, rather than buying new ones.
- Instead of purchasing a new computer, consider upgrading your hardware components.

With all these factors in mind, doing these simple upgrades and having a "Green IT" policy in place can save you money over the long run. If you are interested in making these changes or for more information, please contact us.

Create new service requests, check ticket status and review invoices in our client portal:  
[www.TechSupportRequest.com](http://www.TechSupportRequest.com)