



TechTidbit.com

brought to you by Tech Experts

Has Your Company's Facebook Page Converted To Timeline?

Here are Some Must Know Tips



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

evident is Facebook.

Facebook is constantly working to "improve" your experience and now they've done it again with Timeline – not only for our personal pages but for our business pages as well.

Many business owners fought the changes and waited until they were forced to accept the upgrade to Timeline. Now that it's been switched over, they're complaining that it's cumbersome, unattractive and difficult to navigate.

But the Facebook juggernaut is unstoppable - the new layout is here to stay. So, here are a few tips to make the most out of your company's Facebook page, and dealing with Timeline a little easier.

If you follow social media at all (and you should be!) you know that the landscape changes almost on a daily basis. One place this is very

• Create a cover photo: this is a great way to use Facebook to further build brand recognition.

The options are virtually endless when it comes to this image as long as you remember that you can use a

brand or logo but you can't offer a coupon or discount (no "%" off sales or coupons or similar ploys), no contact information (that's

what your "About" section is for) and no calls to action (that's what your status updates are for).

• You can get private messages from fans through your business page: this is a new feature and very useful. Before, if your fans wanted to send a message to you through Facebook, it had to be through your personal page.

Now they can contact you directly through your business page. This

one may be a little difficult getting used to, so make sure you check those messages - you don't want to alienate a potential customer!

• Highlighted post option: you can now select a post to be highlighted



(this can be those discount, sales or calls to action that you can't put in your cover image). Highlighted posts simply means your post can take up both sides of the page.

These are just a few of the useful changes that Facebook Timeline brings to your business page. Don't worry - the new timeline may not fit well with your thoughts about change but it's all in our best interest. Don't panic and go with the flow.

We're proud to partner with the computer industry's leading companies:

Microsoft Partner



Microsoft
Small Business
Specialist

Business
Partner



Need help? Call the Tech Experts 24 hour computer emergency hotline at (734) 240-0200.



The Best Ways To Protect Yourself From Malware

by *Frank Wright,
Service Manager*

Users who bring their computers in to repair malware infections invariably ask the same question: "Why didn't my antivirus stop me from getting viruses?"

So, you're probably wondering, "If having antivirus software on my computer won't protect me from viruses, what will?"

The fact of the matter is that while computer users are told they have to have antivirus on their PCs or risk getting infection, a machine can still get a virus despite antivirus software being installed.

Antivirus not foolproof

Antivirus software is designed to help prevent your system from becoming infected, but it isn't foolproof. Antivirus software is constantly updated, but can be out of date for hours or even a day or two when a new infection is discovered.

Virus definitions are used to detect viruses and prevent them from gaining access to your computer. Automatic updates in antivirus software like Vipre download the updated definitions to protect your computer.

It's the time period between when a new virus or malware is released, and the software companies can update the definitions, that your system is vulnerable.

How to protect from malware

Although no antivirus software, even the most expensive versions, offers guaranteed virus protection, antivirus software is a must have. We've seen a number of infections where clients have said that they

were on legitimate sites at the time the infection hit their computer.

Even legitimate websites have the chance of malware being coded into them by hackers, causing that website to send the malware onto your computer.

So, the absolute best thing you can do is to have antivirus software installed.

The next best step is to be cautious about what you are looking for on the Internet. Many times, users looking for "free" items on the Internet don't suspect that they might as well be searching for free viruses.

Hackers are crafty - targeting people looking for free downloads is an easy way to spread an infection.

Some of the most common risky items to search for are "screensavers," "free games," "work from home," and "taxes."

With the search terms shown here, it's easy to see how computer users could easily be tricked into downloading a file or application that was laced with a virus.

Cautious browsing

The second step to preventing infections on your computer is a combination of common sense and caution.

While it may not be common knowledge as to what is and is not safe to click on while on the Internet, really what it comes down to is using common sense. There's no such thing as a free lunch, even on the Internet - if it seems to good to be true, it probably is. It's very important while browsing the Internet that you do not click on anything

that just catches your eye. Many times, people have a tendency to click on ads, and because of this, ads have a high risk of containing malware. Don't click on ads!

The second part, be cautious refers to everything you are doing that involves the connection to the Internet.

If you are using email, make sure you were expecting an email from the person sending it. Opening forwarded emails is a bad habit. Many viruses attach themselves to email accounts and send a lot of spam and forwarded messages which unsuspecting users click on and mistakenly download a virus onto their machine.

So to sum everything up, you should always have antivirus software installed on your computer and keep it up to date.

Even if you think you are a computer pro, keyloggers and many other items can get into your computer and run in the background undetected sending away your private information.

Always use common sense and extreme caution as to what you click on. Nothing is free and you don't ever know for sure who or what is on the other end of that email you just happened to get in your inbox.

If you think you may have a virus or malware on your computer, or just want it checked for safety's sake, give us a call or bring your computer in and we can check it out.

It is all too common to see viruses on machines but not actually see anything different on the computer other than it "running a little slow."

Visit The Tech Experts Twitter & Facebook

facebook



Name:
Tech Experts

Our Facebook page is a great place to keep up with everything we're doing at Tech Experts! You can check

out staff photos, press releases, blog postings, and enter our occasional contests! You can visit our page and become a fan at www.fb.com/TechnologyExperts

Twitter is another great place to keep up with everything going on at Tech

Experts! You can follow us at www.Twitter.com/TechExperts





Why Should You Backup Your Data?

by *Jeremy Miller,*
Technician

Even though it's common knowledge, I thought I'd offer a quick refresher on data backup and why it is important.

What is a data backup?

A data backup is a copy of your data stored in a different location. This can be as simple as copying a document or picture to an external drive or disk.

It could also be a copy of your entire operating system, so if your system crashes you could recover it relatively quickly. Backups are usually not stored on the same location as the primary data.

Why should you backup your data?

You should always backup your data to at least one external source. It is best practice to have at least one on-site backup and one off-site backup.

You never know when a catastrophic event will take place. There are a number of things that can corrupt your data to the point of needing recovery.

For example, you could corrupt a file from losing power, or selecting cut instead of copy when moving files and the process errors out.

If you have files that cannot be replaced such as photos or emails that

you have saved, and they become corrupt, the only way to guarantee recovery would be to have backup copies of these files in a different location.

The different location is one of the most important parts of backing up data. The reason is because if the



drive your original data is on fails, and your backups are stored on the same drive there is a good chance you will not be able to recover your backups either.

If you are constantly making changes or installing and removing software then taking a backup image of your PC during a known-good configuration would be a great option.

You could set up your PC with a fresh-install of your operating system of choice that is up-to-date and just the way you like it.

Then you could take an image backup of the instance that way if you want to recover to that state it will only take the effort and time to load the image. There will be no hunting for drivers or remembering

settings for printers, it will be easy to just load and go.

What is the best backup option?

Choosing the right backup is based on the kind of data you need to backup and how often it needs to be protected.

You must decide if you only need to backup some files, most files, all files, or the entire operating system.

Then you must decide how much money you want to spend on your backup solution. You must also decide where you want to store your back-

ups such as an external hard drive or using a cloud storage service.

We offer Experts Total Backup, a cloud-based off-site storage system that's rock solid and secure. It operates entirely in the background, encrypting your files and replicating them to an off-site storage system.

In conclusion if you have data that you cannot or do not want to lose then you must backup your data.

This is the only way to guarantee that you do not lose any data. Once you have these backups you must test and safeguard them.

Keep a few copies so that if one backup gets damaged you have more to fall back on. Testing your backups is a great way to know that you will be able to restore from your backed up data.

Create new service requests, check ticket status and review invoices in our client portal:

<http://www.TechSupportRequest.com>

Need help? Call the Tech Experts 24 hour computer emergency hotline at (734) 240-0200.



Contact Information

**24 Hour Computer
Emergency Hotline**
(734) 240-0200

General Support
(734) 457-5001
(888) 457-5001

support@MyTechExperts.com

Sales Inquiries
(734) 457-5001
(888) 457-5001

sales@MyTechExperts.com

Take advantage of
our client portal!

Log on at:

www.TechSupportRequest.com



**TECH
EXPERTS**

1206 South Telegraph Road
Monroe, MI 48161
Tel (734) 457-5001
Fax (734) 457-4332
info@MyTechExperts.com

Stay Productive (And Sane) While Working From Home

More and more, working from home has become the norm for many people. Whether you're freelancing or telecommuting from a full-time job, you really can be just as productive, if not more, than a cubicle dweller. Just remember this advice for succeeding on the home front:

- Start your day off right. You may not have to work a rigid 9-to-5 schedule when working at home, but take your job seriously: "Report" to your desk, wherever it is, at an appropriate time ready to work. Some experts recommend showering and dressing as if you're going to the office to get into the right frame of mind.
- Understand what your organization needs. Working from home means you won't get as much direct feedback and instruction from your boss throughout the day. Get clear expectations from your manager so you'll be working on the right tasks and the right schedule. Set short-term and long-range goals that align with your organization's objectives.
- Establish firm boundaries. Family members and friends should know when you're working and realize that you can't be interrupted for trivial reasons. Keep your door closed (if you have one), and let the answering machine pick up the phone if your spouse or child doesn't get to it. You'll find out about emergencies soon enough; don't get distracted by irrelevant chitchat.
- Stay connected with people. Don't let them forget you back at HQ. Check in frequently with emails and phone calls to let people know you're on top of things. Visit the office when you can, and maintain your friendships with co-workers.

You want to be thought of as a full member of the team, wherever you are.

- Take breaks when you need to. Don't work yourself to exhaustion trying to prove you're just as productive at home as you would be in a cubicle. Although you shouldn't start a home renovation project in the middle of writing a report, there's nothing wrong with spending a few minutes emptying the dishwasher or putting laundry away to clear your mind and relax a little.
- Evaluate your progress regularly. Keep track of your workload and your goals so you can review how much you're getting done and whether you need to make any adjustments. As your own supervisor, you'll need to keep an eye on what you're accomplishing so you don't fall behind.

Open Your Mind To Solve Problems Creatively

Everyday problems usually respond to tried-and-true solutions. But sometimes you need to go beyond the obvious. Try these tactics when you need to take a more creative approach to problem-solving:

- Do some extra research. Don't assume you have all the facts you need. Before trying to solve the problem, dig deep into the background and the issues surrounding it. You may uncover something new that will lead to a fresh approach when nothing else has worked.
- Set up the problem correctly. In your rush to find a solution, you might treat the symptoms and not the underlying cause. Seek perspectives from other people, and keep an open mind about what's really going on.
- Consider the impact. Who else does the problem affect? You may gain valuable insight by including others in your analysis and solution. You'll also build support for your solution by drawing in your co-workers and other interested parties to help you implement it.

- Try a lot of solutions. Instead of zeroing in on one approach and hoping it works, experiment with as many different options as you can. Keep track of what you're doing so you can identify what worked or combine promising aspects of different attempts.

MCHUMOR.com by T. McCracken



"Doctor, I just can't seem to relate to my computer equipment these days."