



## Ribb "IT" Review

### INSIDE THIS ISSUE:

- Is Your IT Company Staying Current With Security?
- Twitter Blue?
- Is The Strongest Meeting Not A Meeting At All?
- Myth Vs. Fact



2022 is here and we want to thank everyone who has supported Frogworks through this past year. We look forward to servicing you in 2022.

How good is your IT company at staying current when it comes to applying all the latest security patches?

Unfortunately, the answer for most businesses is, "probably not as good as you think."

According to research conducted by Bitdefender, a staggering 64 percent of un-patched vulnerabilities discovered on corporate networks in 2020 involve bugs that date back to 2018 and before.

US businesses with one or more un-patched piece of code running on their network, there are fixes available for nearly two thirds of them. Worse, those fixes have literally been available for years. Not taking advantage of them is, from the perspective of a hacker, like leaving a neon sign above the front door of your business that reads, "we don't lock up at night - please, come in and steal from us!"



Keeping up with all the latest patches for the software deployed across even a small network can be frustrating but it is absolutely critical. Your first stop should be making sure all the latest software security updates are installed.



Even if that's all you wind up doing, taking that one simple step will dramatically improve the overall security of your network, and that's a very good thing.



This monthly publication provided courtesy of:  
Alex Blead,  
Owner of Frogworks

Frogworks manages your network so your business doesn't croak. We believe your IT should work for you, not against you. With 24/7 support and NO hidden costs, our IT services help keep your team working and increase probability.

## Have You Heard Of Twitter Blue?

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One of the things that has allowed social media platforms to grow so quickly and utterly dominate the internet is the fact that they're free to use.

They're not completely free however because users are required to give up a lot of personal information. The bottom line is that there's no monetary cost involved which makes them attractive.

Twitter is attempting to break that mold. The company recently announced the roll-out of Twitter Blue in the US, New Zealand, Australia, and Canada. Twitter Blue is a premium service priced at \$2.99 a month which is functionally similar to the Twitter

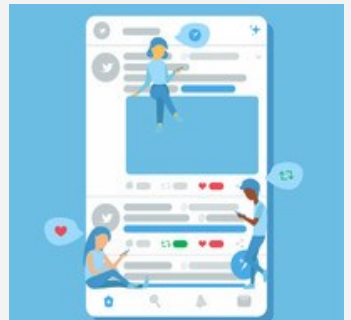
you're currently using with a few key upgrades and enhancements.

### Twitter Blue Includes:

- An "Undo Tweet" feature that allows users to take a Tweet back if they decide maybe they shouldn't have posted it after all--provided you make use of the function within sixty seconds of posting the Tweet to begin with
- No advertising for stories accessed through the site
- Customizable pages
- Customizable feeds

### Twitter had this to say about the new service:

*"We've been listening to and learning from the most passionate and vocal people on Twitter as to what will make their experience more customizable, more friction-less, and simply put -- better. We're invigorated by the feedback we've received so far. The work continues and there's a lot more to build, but in the meantime here's the latest look inside Twitter Blue."*



It's a bold idea but it's also a risky move. With so many social media alternatives out there it's unknown how well a Twitter subscription service will be received. One thing that could make it more attractive is a better and more robust moderation system but there will no doubt be at least some users who are sufficiently invested in Twitter to try it out.



In the long run the market will survive. The best outcome for Twitter is of course broad based acceptance of the idea. That will lead to other platforms doing something similar. Worst case is that users will be so put off by the notion that they'll abandon Twitter altogether. That will almost certainly prevent others from even experimenting with paid versions of their services. Time will tell.

 Everyone can reply



Tweet

## Is the Strongest Meeting Not A Meeting at All?



So, forget Monday's what's what and Friday's weekly recap. Compress those hours into minutes and bring a whole new meaning to the word 'meeting.'

One, none, or all?

Before you're about to call a new meeting or prepare for a weekly one, evaluate the 'who.' Who actually needs to be in this meeting? Is it crucial to their job that they be directly involved? Does it affect their current projects or daily to-dos? Don't waste their time and your pay simply because that's how things are normally done.

Can an email or phone call get the job done?

If this meeting is more of a recap or a means to delegate tasks, this might be accomplished more efficiently through an email or a quick conference call. You might say it will take just as much time to write up an email or to have a conversation on the phone. So why not just hold a ten-minute meeting instead? Well, because a ten-minute meeting is never a ten-minute meeting. That is why.



If you do have a routine weekly meeting, consider reassessing its value. Is it really necessary? Is anything actually accomplished during this meeting? For meetings like this, a good idea is to appoint one person who is responsible for gathering important details from team members throughout the week. Once they speak to all members, let that person decide whether a meeting is necessary. Sometimes a meeting will be needed. Other times an email will suffice. And in some instances, nothing at all.



**Walk and talk.**

Employees hate when you say, "Can you come to my office for a few minutes so we can have a short meeting." For starters, it creates anxiety. And also, like previously mentioned, a few minutes is never a few minutes. So, you may want to try a slightly different approach.

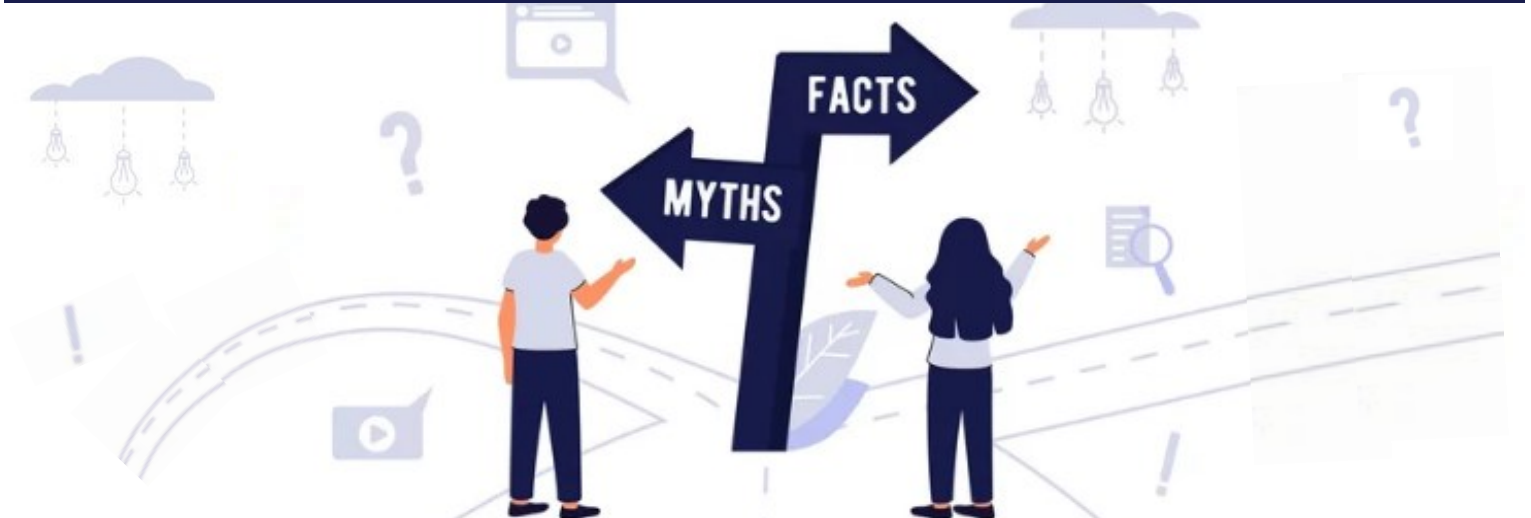
The point here is to not take advantage of your staff's time and to put you and your staff in a situation that forces you to get to the point.

Like the title suggests, you can walk and talk. Instead of a full-blown meeting, catch an employee walking down the hallway. Encourage your staff to do the same. You'll find a few minutes is more than enough time to say what it is needed, to receive approval on ideas or projects and to catch up on last minute to-dos.



# Cyber Security Myths

Cyber security can be a tough subject to understand. To help we want to explain some misconceptions that need to be debunked.



**A strong password is all you need to stay protected.**

**A strong password is important but there are other steps that are necessary to stay protected. Such as anti-virus software or only using trustworthy websites.**

**If your personal information is on your private social media accounts, it is safe.**

**Your information may be on private mode but most information is being legally traded by advertisers. It may seem as if your sharing information with only your friends and family but it also can be shared with hackers and scammers.**

**Cybersecurity is solely the IT departments responsibility.**

**All employees play a role in keeping a company cyber safe.**

**I'm not interesting enough, no one wants to hack me.**

**Anyone can be targeted in a cyber attack. They use your individual employee information to open doors. Small organizations are increasingly targeted because they are less likely to have sophisticated security plans in place.**

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