

September 2025

Issue 09 Volume 15

frogworks

Managing Your Technology So Your Business Doesn't Croak.



Ribb"IT" Review

INSIDE THIS ISSUE:

- Cybersecurity 101: Protecting Your Small Business From Online Threats
- Digital Literacy for business Owners

Cybersecurity 101: Protecting Your Small Business From Online Threats

If there's one issue that every business has to deal with, it's cybersecurity. No matter how small your business is and how much you want to believe that hackers wouldn't be interested in you, the truth is that you need to take online threats seriously. Hackers aren't targeting only giant corporations anymore: they're going after local shops, solo entrepreneurs, and small businesses because, more often than not, they're the easiest targets. If this all sounds scary, that's because it is. If you don't take the right precautions, criminals can steal customer and financial data, lock you out of your systems, wipe out data, or hold your business hostage with ransomware.

Simple Ways To Improve Your Company's Cybersecurity

A multi-layered approach to cybersecurity is the best way to avoid falling victim to online threats. The more barriers you put in the way of a hacker, the better off you'll be.

Lock Down Passwords

If you're still using "Password123" or a dictionary word to log into all your business and personal accounts, you need to make a change. Poor password management means your login credentials are little more than a speed bump for a determined hacker, so use a unique and strong password for every account. Invest in a password manager to generate complex passwords and store them securely.

Two-factor authentication offers more protection if a hacker gets their hands on your password. It requires them to provide additional information, like a one-time code, to access your account and alerts you to the attempt so you can take action.



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

Get More Free Tips, Tools, and Services At Our Web Site: www.GetFrogworks.com

Or call: (240) 880-1944

Cybersecurity 101: Protecting Your Small Business From Online Threats

Install (and Update) Trusted Antivirus Software

Anti-virus software is a digital guard dog, catching threats from viruses, ransomware, and malware before they do real damage. Keeping it updated ensures the program can catch new and emerging threats, so don't ignore those software updates.

Don't ignore updates and patches to your firewalls and other software or hardware. These include security patches for vulnerabilities hackers can exploit to get into your system.

Stay Alert to Phishing Scams

Phishing emails are one of the most common ways hackers break in. These usually arrive in the form of a message that appears to come from someone you trust, like your bank, a vendor, or a colleague, but contains a harmful link or attachment.

Secure Devices and WiFi

Your WiFi network could be inviting criminals into your business. Protect it with WPA3 encryption and maintain a separate guest network. Remember that every device connecting to your network is a potential entry point for a hacker, so ensure that all business devices have antivirus protection and that you can lock and wipe them remotely.



Stop Attacks on Your Small Business Before They Start

Cybersecurity and addressing online threats are ongoing in running a modern business. Make security part of your company culture and prevent cybercriminals from destroying it in minutes.



Digital Literacy for Business Owners

Is your small business keeping up with the changes in today's technological landscape? The importance of digital literacy is swiftly growing.

Digital literacy is no longer a "nice to have" but a critical skill that affects everything from marketing to customer service. Keep reading to learn the nitty-gritty details.

What's Digital Literacy?

Digital literacy is a business owner's and their staff's ability to safely and effectively utilize phones, computers, and other devices for day-to-day operations.

Establish a Powerful Online Presence

We can't state the importance of digital literacy enough. When people need a specific product or service, many search online.

Social media is your new word-of-mouth, while an e-commerce platform is your modern storefront. Make your business stand out in a crowded online space by utilizing an effective SEO strategy.

Streamline Operations

Every industry has those tedious tasks that you can't avoid. Think about inventory tracking in retail, assisting customers with common questions, or compliance paperwork in healthcare.

The good news? The right tools and skills cut down on time and effort. Automation software can simplify your staff's day and make them happier and more productive.

Increase Cybersecurity Awareness

Technology brings incredible benefits for businesses, but it's not without risks. Hackers are always looking for ways to steal sensitive information or hack systems.

Small businesses are often targets because they may lack strong defenses, and that's why cybersecurity matters. Inform and train your staff about the following:

- **Phishing attack prevention:** Avoid suspicious links, maintain a tight digital footprint, and ensure proper information verification to prevent data breaches.
- **Data encryption:** Data encryption protects sensitive information from cyber threats. It keeps your business safe, builds trust, and prevents costly breaches.

Incident response plans: Even industry giants like Facebook have suffered from breaches. Preparing for the worst helps you recover quickly.

Digital Literacy for Business Owners

Make Smarter Decisions With Data Analytics

Data-driven insights help business owners make smarter choices. Analyze social media engagement to see what content resonates with your audience. Track website traffic to understand where visitors come from and what they do on your site.

These details can guide marketing strategies, product development, and customer outreach.

Building Digital Skills for Success

Where should you start? Here are some ways you can master new technologies:

- Take online courses: Learn new skills at your own pace. Platforms like Udemy and Coursera offer various courses, ranging from online safety and media consumption to advanced programming.
- Attend workshops and conferences: Participate in local events to network and grow. Meet experts, share ideas, and stay updated. Hands-on learning keeps critical thinking skills sharp.
- Join online communities: Participate in forums or social groups. Daily, you can be inspired by others' experiences and insights.

The importance of digital literacy only grows from here. It helps you stay competitive, adapt to change, and confidently use technology in everyday tasks and professional settings.



We Have an E-Newsletter!!!



Do we have your e-mail address??? If you would like to receive our newsletter though email please visit us at:

www.getfrogworks.com/newsletter

