

Tech Tips

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Social Media Sites

In its simplest terms, it's the modern day white board or flip chart. Its information created by people and distributed through scalable publishing tools intended to facilitate discussion between peers and public audiences, typically over the internet and mobile communications networks.

Each of the sites have a different feel and tone - LinkedIn is very professional, business focused. Facebook is more casual, a lot of photosharing (in fact the company says that 2,000 photos are uploaded every second) and Twitter is constant chatter about the most current/breaking news.

These tools are being leveraged by businesses to drive traffic to their sites, visitors to their stores and people to their open houses.

To me, this is what social media is - it is a place or places to get information in many different forms from twitter, to video to blog postings and to gather opinions and respond to all of the data I am taking in.

Check out the link for 50 social media site you may not know about.
<http://www.doshdosh.com/list-of-social-media-news-websites/>



Plus, here's how they rank.

<http://www.prelovac.com/vladimir/top-list-of-social-media-sites>

Staying Safe Online

In the most recent issue of Consumer Reports they write about safety online and how to keep your computer secure. Most people these days use their computers to store their most important files, photos, and home videos; of those people only a very small percentage back up their files. Many don't do it because they think it is a difficult task. Backing up files is as easy as purchasing an external USB hard drive and copying (highlighting) your files to be backed up and dragging them onto the external hard drive. It is recommended to backup important files frequently or a minimum of once a month.



There are also many programs available to make this process even easier such as The ClickFree Portable Backup Drive-HD701, The 160GB Rebit Drive, Mozy or iDrive. These are all programs that can automatically backup files for you.

Security software is very important when it comes to being safe online. It is crucial to have antivirus, antispam and antispyware components when choosing your security software. Most importantly, you should always keep the software definitions up to date.

Many of us are on social networks these days such as Facebook, Myspace, LinkedIn and Twitter. It is important to control the privacy settings on these sites. Don't just leave them set at the default settings. If you post your birthday, you should leave out the year.

For more internet security information go to: www.consumerreports.org/security

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