



## September is National Disaster Preparedness Month.

Most natural disasters include the possibility of power outages. Power outages from storm-related events cost the U.S. economy between \$20 billion and \$55 billion annually. According to Agility Recovery, 70 percent of U.S. businesses will be affected by a power outage in the next 12 months, so it is essential that you understand your risk, develop a preparedness and mitigation plan, and take action.

The weather for the next couple of months could include severe storms from active tropical storms. Usually, we are pretty lucky here in the DMV, but just a few weeks ago we saw the District was flooded and unfortunately, it happens every year! It is wise to prepare. Here are some tips that we have gathered to help you weather the storm.

### Make a plan!

- If severe storms are forecast in your area, who will take the appropriate steps before an emergency happens?
- What equipment should be unplugged to prevent damage from power surges, including computers, X-ray, and all other important equipment? -Who is responsible?

- Do you know how to turn the equipment back on?
- Do all computers have battery backups for short-term operation?
- Where is your off-site backup stored, and how do you access it?
- Is there anything under refrigeration that needs to be protected or relocated?
- Is your VoIP phone roll-over going to an active and monitored smartphone?
- Do you use social media to advise clients of your outage? -Who posts the info?
- Have your clients been advised to look at FB or the usual places you post?
- Who is your internet provider, and who is responsible for contacting them for updates?
- Is all equipment documented along with other valuables?
- Do you maintain a current photo or video inventory of your premises, equipment, inventory, supplies, etc.
- Who is able to work from home?
- Have you briefed all team members of your plans in the case of an emergency?

Get complete information from [https://www.ready.gov/sites/default/files/2020-04/ready\\_business\\_power-outage-toolkit.pdf](https://www.ready.gov/sites/default/files/2020-04/ready_business_power-outage-toolkit.pdf)

## WHAT TO EXPECT IN THE NEW IOS 17?

Apple's iOS updates have always been eagerly anticipated. iPhone and iPad users around the world get excited to see what their devices can do next. The newest major release is iOS 17. This fall, Apple is set to introduce a host of exciting new features and improvements.

iOS 17 promises to deliver an even more intuitive and seamless user experience. There will also be big changes for Messages and sharing across phones.

### Here are the feature highlights:

- Get an Instant Transcript of Voicemails
- Personalized Contact Posters
- Leave a Video or Audio FaceTime Message
- More FaceTime Enhancements – Reactions & Apple TV
- New Emoji Stickers & Live Stickers from Photos
- AirDrop & NameDrop for Easier Sharing
- Smarter Autocorrect & Dictation
- StandBy Glanceable Screen Mode
- New Mental Health Features in the Health App



## How to Minimize VoIP Downtime and Keep Your Business Connected

Voice over Internet Protocol (VoIP) telephony systems are one of the most essential technologies for businesses today. If your VoIP system goes down, you can lose productivity, customers, and profit. You can minimize your risk of VoIP downtime by following these tips.

### Choose a VoIP provider carefully

VoIP providers aren't created equal. Make sure to do your research and choose a provider that is reliable and offers the features you need. In case of an outage, what options does the provider offer? What steps have they taken to prevent or minimize phone system downtime in general? Also, be sure to ask about their security policies and where they host their VoIP systems.

### Install VoIP monitoring services

A VoIP monitoring service is an excellent way to monitor your VoIP system's status. It can detect possible network issues that might cause problems. By constantly checking in on your system and warning users about issues, you can quickly deal with any problems that might cause VoIP network interruptions.



## Gadget of the Month:

Ikea

### Vappeby Shower Speaker



Ever wanted to jam out while taking a shower? Check out Ikea's portable, waterproof speaker! Designed with durable rubber and an easy-to-carry handle, this speaker is your next must-get tech purchase.

Get yours today at  
[www.ikea.com](http://www.ikea.com)



## ***Have an alternative or backup internet service provider (ISP)***

In an ideal business setup, two separate internet connections should be used, with each connection being supported by a different ISP. This way, if one of the ISPs fails, you can automatically switch to the other and keep your phone services running with no interruption.

## ***Divert calls to other locations***

Simultaneous ring and sequential call forwarding are two great ways to make sure your calls always get answered. With simultaneous ring, you can route incoming calls to a single number to multiple devices. And with sequential forwarding, you can set up a list of numbers that will be called in sequence, so if the first person is busy, the call will automatically go to the next person on the list. This way, even if your main office or service center is unavailable, calls can still be routed and answered at other locations.

## ***Use VoIP on mobile devices***

If you're experiencing power or internet outages, you can still use your VoIP phone service through your mobile device as a temporary solution. You can do this by downloading and installing a softphone app that would enable you to make and receive calls on your mobile device using your business phone number.

By implementing these strategies, you can keep your business VoIP phone lines from going down. If you want to learn more about VoIP, get in touch with us today.



# How To Stay Safe on Social Media: A Series

## Part 4: Reddit



Reddit is a social news aggregation, content rating, and discussion website. Registered users submit content to the site such as links, text posts, images, and videos, which are then voted up or down by other members. As with other platforms, you need to assess any information that you get for accuracy.

### *How to Stay Safe On Reddit:*

1. Sign in with an email that you use just for Reddit.
2. Create a username that does not contain clues to your identity.
3. Create a strong password.
4. Enable two-factor authentication.
5. Disable the ability for your account to be indexed by Google, thereby keeping your posts hidden from search results.
6. Avoid discussing anything that could identify you in real life. This includes:
  - Your employment
  - Where you live
  - Personal details such as your date of birth
  - Things you own
7. Be wary about the links you click, as malicious actors can use URL shorteners to direct you to dangerous sites, leave you vulnerable to phishing attacks, put cookies on your computer, and gather personal information about you.

#### *Sources and additional information:*

<https://www.expressvpn.com/blog/is-reddit-safe/>

• **Reddit was breached in February 2023.** Although it appears that no user data or passwords were accessed, users should implement 2-factor authentication and change their passwords. Also, this is another example of why you should not use the same passwords on any accounts.

#### *Source:*

**Reddit admits security breach** (<https://cybernews.com/news/reddit-admits-security-breach/>)

# Learn How to Spot Fake LinkedIn Sales Bots

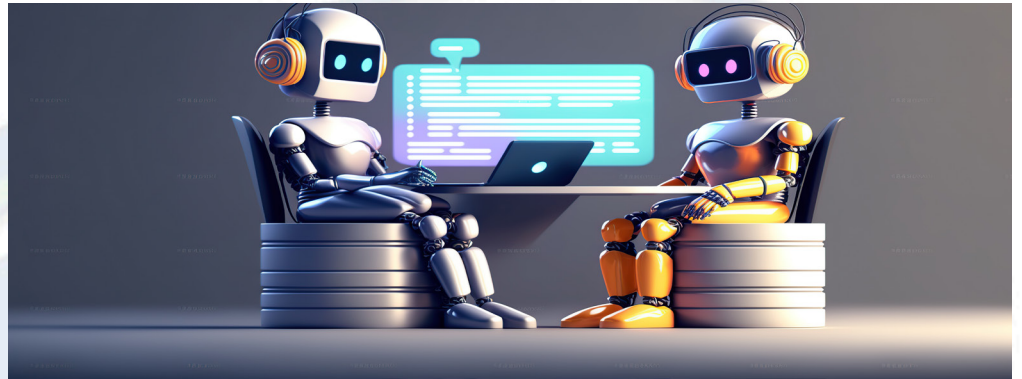
LinkedIn has become an invaluable platform for professionals. People use it to connect, network, and explore business opportunities. But with its growing popularity have come some red flags. There has been an increase in the presence of fake LinkedIn sales bots.

These bots impersonate real users and attempt to scam unsuspecting individuals. This is one of the many scams on LinkedIn. According to the FBI, fraud on LinkedIn poses a "significant threat" to platform users.

In this article we will delve into the world of fake LinkedIn sales bots. We'll explore their tactics and provide you with valuable tips. You'll learn how to spot and protect yourself from these scams. By staying informed and vigilant, you can foster a safer LinkedIn experience.

## Identifying Fake LinkedIn Sales Connections

***Social media  
scams often play  
on emotions.***



Who doesn't want to be thought of as special or interesting? Scammers will reach out to connect. That connection request alone can make someone feel wanted. People often accept before researching the person's profile.

Put a business proposition on top of that, and it's easy to fool people. People that are looking for a job or business opportunity may have their guard down. There is also an inherent trust people give other business professionals. Many often trust LinkedIn connections more than Facebook requests.

### How can you tell the real requests from the fake ones?

Here are some tips on spotting the scammers and bots:

#### Incomplete Profiles and Generic Photos

Fake LinkedIn sales bots often have incomplete profiles. They'll have very limited or generic information. They may lack a comprehensive work history or educational background. Additionally, these bots tend to use generic profile pictures. Such as stock photos or images of models.

If a profile looks too perfect or lacks specific details, it could be a red flag. Genuine LinkedIn users usually provide comprehensive information.

#### Impersonal and Generic Messages

One of the key characteristics of fake sales bots is their messaging approach. It's often impersonal and generic. These bots often send mass messages that lack personalization.

They may be no specific references to your profile or industry. They often use generic templates or scripts to engage with potential targets.

#### Excessive Promotional Content and Unrealistic Claims

Fake LinkedIn sales bots are notorious for bombarding users. You'll often get DMs with excessive promotional content and making unrealistic claims. These bots often promote products or services aggressively. Usually without offering much information or value.

#### Inconsistent or Poor Grammar and Spelling

When communicating on LinkedIn, pay attention to the grammar and spelling of messages. You may dismiss an error from an international-sounding connection, but it could be a bot. Fake LinkedIn sales bots often display inconsistent or poor grammar and spelling mistakes.

These errors can serve as a clear sign that the sender is not genuine. Legitimate LinkedIn users typically take pride in their communication skills.

#### Unusual Connection Requests and Unfamiliar Profiles

Fake LinkedIn sales bots often send connection requests to individuals indiscriminately. They may target users with little regard for relevance or shared professional interests.

Be cautious when accepting connection requests from unfamiliar profiles. Especially if the connection seems unrelated to your industry or expertise.



# What's Up With The CSU Team?

Give it up for this month's special featured guests...



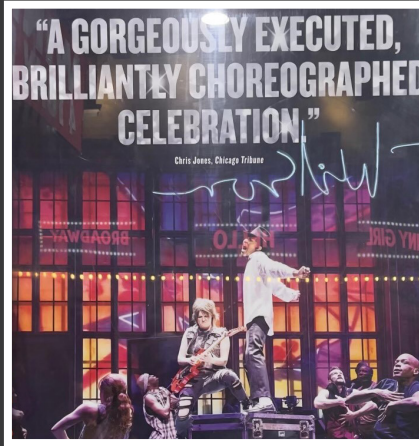
**"Marv"  
(Melvin)**



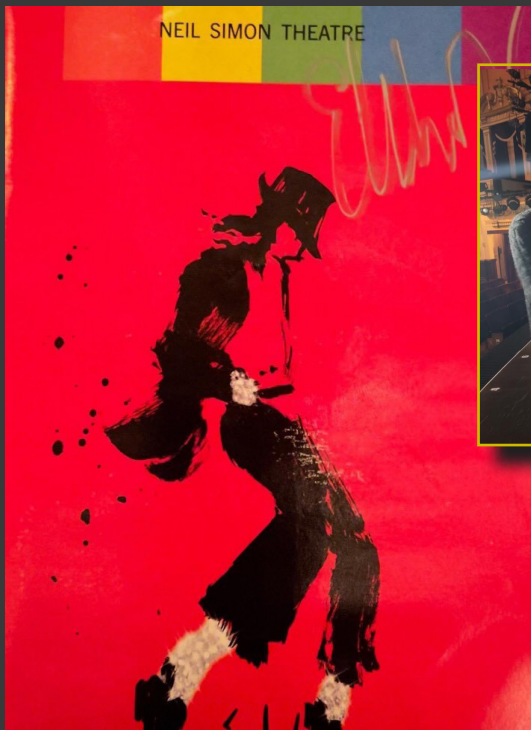
**Chuck-  
A-Luck**



**MJ  
(Almost...)**



**Melvin got to see the modern day Michael Jackson, Elijah Johnson on Broadway!**



**Fun Fact:  
Elijah  
Johnson  
is Melvin's  
Brother-in-  
law's  
God Son!**

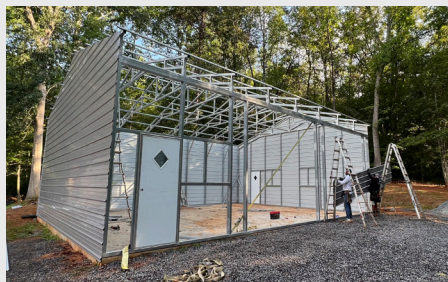


**"OMG!!" This is the absolute best Broadway musical I have ever seen!! Elijah Johnson put on an outstanding performance as Michael Jackson. You don't want to miss Broadway's the MJ Musical! #nyc**

**-Melvin**



*before...*



**Check Out Chuck's New Garage!**  
**#gettingprojectsdone**

*after!*



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# Connection

You take care of running your business, we'll take care of your technology.

September  
2023

"You can't go back and change the beginning, but you can start where you are and change the ending."

September is  
Childhood  
Cancer  
awareness  
month



Disasters Don't Wait.  
Make Your Plan Today.

See page 1!

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