



Gulfcoast Networking Newsletter

Your IT Management Experts

October 2019

Hello! We're pleased to send you this monthly issue of the Gulfcoast Networking Newsletter. It's our way of saying that you're important to us and we truly value your business. Please feel free to pass this newsletter on to friends and colleagues. Enjoy!

MONTHLY QUOTES:

"Don't watch the clock; do what it does. Keep going."

Sam Levenson

"The best way to find out if you can trust somebody is to trust them."

Ernest Hemingway

"There are some things you learn best in calm, and some in storm."

Willa Cather

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Quick Tips on How to Declutter your Desktop

If you kept all your paperwork on the physical desk in your office, it would be chaos – it would be an endless distraction and finding what you wanted would be next to impossible. However, many people think nothing of keeping all of their folders and files on their computer desktop, where it has virtually the same results. Below are some tips that could help you have a more organized and productive desktop on your computer.

Select a basic wallpaper

Many people like to have family pictures or pictures of their pets on their desktop, but this creates a fuzzy background that makes it difficult to pick out icons or folders. Use a faded photograph that won't interfere with your icons, or even better, just have a plain color.

Temporary storage only

As with your physical desktop, try only to keep "live" work on your desktop. Once you finish with a file, put it back in the directory where it belongs or delete it – either way, keep it off your desktop.

Use software for organization

Split your desktop up into sectors and keep the icons that you don't use frequently hidden with programs like on Mac's Dropzone or Windows' Fences. These programs let you allocate files to specific categories like "Ongoing projects", "Personal" etc. This helps you go directly to whatever you're looking for.

Use automatic filing

Programs like Belvedere for Windows or Hazel for Mac can automatically put your files where you need them, for example putting all screenshots into a single file without being asked, or deleting downloads when they haven't been used for a month.

Add another desktop

If you really can't get your desktop organized, simply add another one. F3 on Macs will send you to Mission Control, where you can set up as many extra desktops as you want; Windows 10 users can do the same by using the Windows key + Tab. This will allow you to have different desktops for different aspects of your work, or to divide business and personal life.

Tracking Business through Google Alerts

With so much social media available nowadays, it's very difficult for a business to keep up-to-date with everything that's being said about it, good or bad. Google Alerts aims to solve this problem.

Google Alerts is a free user-friendly tool that monitors the web for you for any relevant content regarding subjects that you define as of interest. This means you can customize it to let you know when any mention occurs online related to your business on any platform, including Twitter, Facebook, Instagram etc.

It's a very simple matter to sign up for Google Alerts: most people will already have a Google account, or multiple accounts, and if you don't have one it's easy to sign up. Then simply go to <https://www.google.com/alerts> and enter the words or phrases you want to be alerted to.

Google will monitor the web on your behalf, and whenever the name of your business or any topic of interest that matches your search criteria is found, you will be alerted by email. This allows you to keep up-to-date with what is being said about your business more thoroughly and more swiftly than ever before. If you find that you are receiving alerts

that you don't think are relevant, you can always go back to the account and tweak your selected keywords.

Obviously, if you are getting a lot of mentions online, you don't want an email every single time someone mentions you or your inbox will swiftly be jammed. To get less notifications, you can customize the frequency of the email alerts that you receive. If you want other people in your organization to see the data, it's easy to add extra email accounts to the system, saving you the bother of having to forward Alerts emails.

The great advantage of Google Alerts is that it filters out all the irrelevant information that you would otherwise have to plow through.

If you set up your account correctly, you'll only be receiving relevant material, whether it's about your own business, your clients, your suppliers or your competitors.

Being instantly aware of what's being said about you can provide that vital cutting-edge that keeps you ahead of the competition.

News Bytes

YouTube Creators Phished

At the end of September, many YouTube users have had their accounts hijacked, particularly creators from the car review and auto-tuning groups. Many users received emails which guided them towards phishing sites, where account credentials were harvested by the hackers. It appears that the hackers followed this pattern:

- Phishing emails guided users to fake Google login pages; if users logged in, account credentials were harvested
- Google accounts were then accessed using the stolen credentials
- Popular channels were reassigned to a new owner
- The vanity URL of the channels were changed, making it look to the genuine owner and followers of the account was deleted.

It has been suggested that the hackers found a way of bypassing the two-factor authentication that is optional on YouTube. It has also been suggested that the hackers used one of the many reverse proxy-based phishing toolkits available for this attack.

File Extensions Banned in Outlook for Web

Microsoft is expanding its list of Outlook for web banned file extensions. 104 extensions were already banned, but 38 will now be added. The purpose of the ban is to prevent these extensions from delivering malware to Outlook users.

Once the ban is implemented, no attachments with a banned file extension will be downloadable, except when an Outlook/Exchange admin has specifically unblocked that file extension using special tools.

Microsoft has said that most of the banned extension types are not in common use, so the majority of users won't be affected. The banned extensions include files from Java, Python and PowerShell, some digital certificates, and files that can be employed for the exploitation of vulnerabilities in third-party software.



Question of the Month

Question: Is there a simple way I can share files through an Internet browser without having to login to any particular online service?

Answer:

Sharing files with friends or colleagues can be a minefield, as everyone has their preferred service such as GTalk, Messenger or Dropbox. A new service, working inside all web browsers, removes the inconvenience of having to keep switching between different providers to share files.

Just Beamit works using P2P connections within your browser. Just follow these simple steps for a more convenient and swifter way of sharing files:

- In your web browser, open <http://www.justbeamit.com>
- Select the file you are sharing and drag and drop it into the box on screen, or click "Select a file to beam" and choose the file on your computer
- A link will appear on screen that you can copy and send to the person you want to share with
- The progress of your transfer can be seen in the bottom right of the screen

Be aware that if either you or the person you're sending it to closes the web browser during the download, the transfer will be disconnected and incomplete, so you should make sure the person to whom you're sending files is aware of this.

How to Proactively Defend Against Cyberattacks

IT security is a highly complex and technical area that only experts truly understand. However, it is essential that you understand at least the basics in terms of defending against cyberattacks, in order to keep your business safe.

Firstly, you need to understand the threat before you can start thinking about prevention. Everybody in your business should be aware of what they're facing. Look at your industry, and learn about the most common forms of attack in your sector. Cyberattackers are constantly developing, so you should review your lists several times a year.

Secondly, consider what needs to be protected; undertake an analysis of all the elements of your organizational network, thinking about every device that has an Internet connection, how they are protected at the moment, and what sort of data they can access.

Thirdly, now you know what sort of attacks you're facing and you've looked at your technology, you'll have a better awareness of how you can start working on prevention, rather than reaction. Think about your baseline: create exercises that simulate genuine cyberattacks and run them through your network to find the weak points. Reputable IT professionals can mimic external attacks to give you a better idea of improving your defense capabilities.

Finally, draw up your strategy. Using outside experts if necessary, you need to draw up a multifaceted plan for your

security which should encompass the following elements:

- Training for every single person in the company, making them aware of issues such as spam, how mobile devices should be used, how they should manage passwords, etc.
- Implementing the best possible border defenses with firewalls and intrusion prevention mechanisms; the best way of stopping a cyberattack is blocking it before it even gets into your network.
- Making sure that all your software, patches and licenses are up-to-date; exposing weaknesses in out of date systems is one of the easiest ways for a cyberattacker to gain access.
- Using web-filtering services to make sure that any inappropriate or dangerous websites cannot be accessed from your network.
- Continually updating your antivirus software whenever new versions or patches are released to ensure you have protection against the latest threats.

If you implement all these forms of proactive defense, it will pay you back a hundredfold, as you'll find the time you have to spend rectifying the damage that cyberattacks have done to your IT systems massively reduced.

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Network Management

GulfCoast Networking can provide you with complete IT management services so you can concentrate on running your business. Our IT management services include:

Monitoring your servers and workstations on a real-time basis to make sure that potential problems can be fixed before they become real problems.

Monitoring your bandwidth usage in real time to determine if you are pushing the limits of your Internet connection.

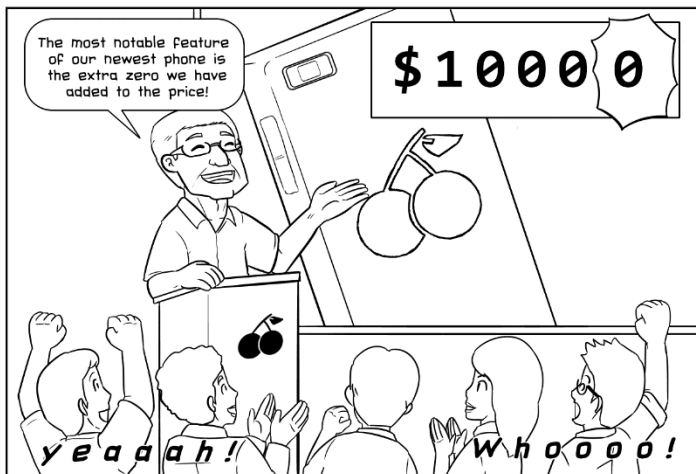
With us providing IT management service to your business, we act as your company's IT support staff and computer help desk.

A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN OUR CLIENTS

OCTOBER 2019

APP OF THE MONTH: BOUNCER

Bouncer is an app that allows you to grant temporary permission to apps but takes the permission away as soon as you're done with it. Maybe you want to use a location tag or take a picture, but you don't want an app to have permanent access to your camera or location information. Bouncer lets you provide a temporary permission, but as soon as you leave an app it is automatically revoked, so you won't have any apps using up your battery or gaining information you don't want them to have in the background.



Gulfcoast Networking, Inc.

FROM THE DESK OF:

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If you don't have a managed-service agreement in place, please let us know and we'll conduct a needs analysis and provide you with a proposal free of charge!

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OFFER OF THE MONTH

Try Cloudcare AV for 30 days FREE! Go to [Gulfcoastnetworking.com/october](https://gulfcoastnetworking.com/october) for details