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## Technology: The business requirement you can master

Understanding the intricacies of technology and staying up-to-date with the latest tech trends isn't a job for the faint of heart. It's hard work and takes a lot of time. But unfortunately, for many business owners, executives, and upper-level managers, knowing how to speak 'tech' is a requirement for any successful business – no matter what industry you belong to.

Technology impacts your employees, customer service levels, and professional reputation. How you use it, what you do with it, and how much you decide to innovate it can shape your overall business. As a result, it can determine how exclusive your company is, how superior your products are, and how brilliant your staff can be.

If you're willing to put in the work and the time that it requires to remain informed about technology and then to subsequently integrate this knowledge into your daily operations, your business will be far better off as a result. Here are a few useful sources you can turn to if you're looking to speak tech.

### **Online Media**

One of the simplest ways to stay informed about technology is to read about it, and to simplify this even further, you can use an app – like [Feedly](#) or [Flipboard](#) – that combines multiple publications into one easy-to-read format.

It's important to round out your content and to get as much bang for your buck as possible. In other words, don't pull six sites dedicated to gadgets and

one dedicated to online security. You'll find yourself reading a lot of the same things and missing out on important information. Here are a few sites to consider:

- [Infosecurity](#) – relevant security concerns and tips
- [Lifehacker](#) – apps and valuable how-tos
- [TechCrunch](#) – gadgets, software, and reviews
- [OnlineTechTips](#) – tips and tricks for Windows, Mac, Google, and Software
- [NetworkWorld](#) – big data, cloud computing, and new technology

### **Podcasts**

Podcasts are great because hearing someone's voice is always going to be different than reading someone's thoughts, and usually, the hosts are completely dedicated to and inspired by the topic at hand – which means you are more likely to be inspired by it, too.

Find a podcast or two that you enjoy, and consider asking your fellow executives or staff members to listen to it with you. The more ears you have listening, the more of an opportunity there is for something great to come of it. Here are a few podcasts that speak a little bit of business and a little bit of tech.

- [Analog\(tue\)](#) – understand how new technologies change lives
- [Clockwise](#) – hear current technology issues and how they affect you
- [Back to Work](#) – learn about productive business technologies and workflows



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# COMPASS CORNER



## Should your business use Facebook Live?

If you're a serial Facebooker, then you might have noticed this new feature on your feed called Facebook Live, and if you're like most people, then you probably didn't think much of it... If it's anything like all the others, you might use it once or twice and never bother with it again, right?

### Not this time.

Facebook Live has enormous potential, especially when it comes to business professionals, entrepreneurs, and public figures. It's not connected to a partner application, and it doesn't force you to log into another website. Facebook Live is built directly into Facebook – which means significantly more people will use this feature on a regular basis.

In essence, Facebook Live is a live stream of whatever it is you or someone else is doing – which sounds quite a bit like Periscope; however, they have their differences. With Facebook Live, anyone watching an ongoing stream can interact with the presenter – ask questions, like the video in real-time, and experience an event from the eyes of the presenter.

Celebrities like Stephen Spielberg and Kevin Hart have already taken a stab at Facebook Live and received excellent results – a huge audience with impressive levels of engagement. But this addition to Facebook isn't just for celebrities. Public figures and entrepreneurs – like astronauts, fitness instructors, and innovative startups – have also experienced success with Facebook Live.

For now, streamers are limited to 90 minutes – but as Facebook's Chief Product Officer, Chris Cox, explained during his live stream, this will most likely increase in the near future. If you want to present something from your business page, all you have to do is tap on 'More', then click 'Livestream'. You'll need a webcam to get going, but if that's

not a possibility, you can stream directly from your phone. As an individual, you can also go live after accessing the "Go Live" icon that can be found in the status section.

Going live is exciting for all parties involved – the presenter and the audience. As Cox describes it, Facebook Live is raw and unproduced and can reach many people in different ways. But how can you, as a small to medium-sized business, benefit from Facebook Live?

### Get streaming!

If you're not used to being onscreen, it's a good idea to watch a few live streams before you start one for yourself. You can view any ongoing live streams [here](#), but if you're looking for more business-friendly streams, befriend a few larger companies or public figures. You're bound to come across a live stream (as a helpful tip: live streams can be made accessible after the stream or they can only be made viewable during the stream – so you can sometimes see previous "live streams" from people or businesses you follow).

You can adjust the privacy settings just as you would with any other post on Facebook, which means you can send a stream directly to a group of people or one individual, or you can post it on your feed for all of your followers to view. Use this as an opportunity to take your clients behind the scenes, to meet the team, or to explain a new product. Answer questions, openly ask your viewers to like your stream and tell everyone when and where your next stream will be.

The key is to get on this ship now before it sets sail. In other words, don't wait to use Facebook Live until more businesses adopt the feature. If you wait, you will drown in the sea of stream-frantic businesses. Build your audience now before it's too late.

## 3 quick tips to secure your inbox better

A few weeks ago, another batch of stolen email accounts was uncovered. To be more specific, this batch [contained](#) well over 250 million account credentials from email service providers like Google, Yahoo, and Microsoft.

This isn't the first time something like this has occurred. In fact, every year you can look forward to at least one major email breach – especially with providers like Yahoo who seem to be cursed with an endless stream of data breaches.

As a dental professional, you should consider breaches like this most current one carefully. Nowadays, staying in business means you proactively work to avoid data breaches. The better you can do this, the more your patients will trust you and the longer your reputation will stay intact.

Here are a few tips to keep in mind:

### Passwords

It doesn't matter who it is; each member of your staff should protect their inbox with a strong password. A strong password has the potential to survive a data breach long enough for you to change your login credentials. A weak password cannot. Consider using phrases, random spellings of words, and a variety of symbols, capitalizations, and numbers.

### Encryption

If you're using the typical email service provider like Yahoo and Google, odds are you aren't in compliance. All protected health information needs to be encrypted – which means you should be using a business-grade, exchange system. If you're not sure what this means, then send us an email or give us a call and we'd be happy to discuss it with you.

### BYOD Policy

A data breach can occur many different ways – not just with a brute force attack (when a hacker simply reaches into your database and snatches everything up). A data breach can be the result of a misplaced phone, forgotten laptop, or weakened Wi-Fi connection. Because of this, it's important to have a policy in place that enforces secure, up-to-date mobile devices, educates users on how to connect securely, and identifies what can and cannot be accessed outside the workplace.

# The solution to e-waste? Cash.

It's purported that well over 20 million tons of electronics are thrown out each year. In some instances, this number gets as high as 50 million. However, according to [dosomething.org](http://dosomething.org), most e-waste is in prime condition and "readily marketable for reuse or can be recycled for materials recovery."

If this is the case, then why are the majority of consumers still tossing unwanted electronics?

Well, if statistics on the traditional notion of recycling are any indication of society's e-waste habits, then these numbers should make total sense. While 87% of [Americans](#) have easy access to recycling services, only 35% of [households](#) actually recycle on a regular basis. In other words, it's not a shocker that we don't recycle used electronics.

However, many organizations and IT Providers strive to change these numbers by offering simple recycling services for consumers. For instance, you can take your used computers, smartphones, and printers to Best Buy, and they'll dispose of them properly and free of charge. This must not be simple enough, though, because many people still aren't participating in free recycling services.

Is it easier to drive all that old stuff to a recycling center or is it easier to toss it in the trashcan out back? We all know the answer to that question.

So how do we solve this little problem? Because it's not just overflowing landfills that we have to worry about; it's lost data. If you fail to dispose of your old smartphones and computers properly, there's a significant potential for data loss there – one that can result in identity theft and financial damage.

To [Gone](#), the solution to e-waste is a simple one – and it's called money. This innovative smartphone app and startup company wants to sell your old electronics for you.

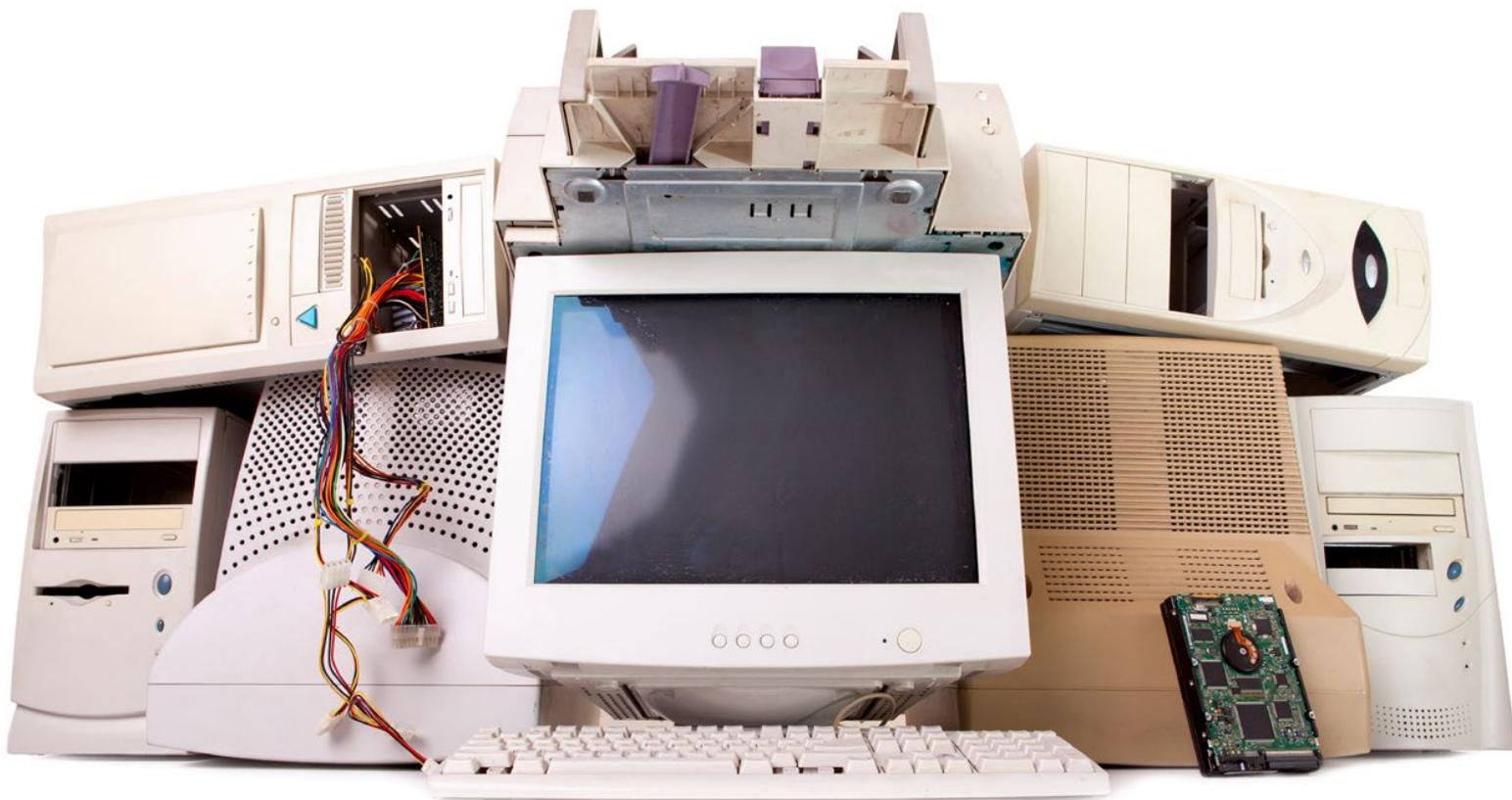
Just cashed in on a free smartphone upgrade but your previous phone is still good-to-go?

Before you toss it, check in with Gone. This app takes care of it all, and in some cities, Gone Messengers will even come to your home and pick up your items for you to eliminate the hassles of shipping.

Download the [App](#), take a picture of your item, answer a few questions, and let Gone take care of the rest. Skip the finagling on Craigslist and forget about the trashcan. Gone representatives will find the best market value price for your items to offer you a hard-to-resist exchange – a wad of cash and a Gone shipping box for that old clunker of yours.

Doesn't get any simpler than that.

So before you head for that nearest dumpster, check in with Gone. They'll free up your trashcan for more important things, like plastic, cardboard, and glass. However, if you have sensitive data on your used electronics – especially anything used for patient records or communication – these items need to be rigorously wiped. If you have any questions or concerned about how to do this properly, then feel free to reach out to us.



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