

germars web design



M. Sullivan Web Newsletter

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Dear Mary,

What an exciting month it has been. Christmas was great, but not the snoozefest I was hoping for! I really could do with more sleep.

However, the IT world is abuzz with so many new and dazzling stories from spear phishing to internet blackouts. All that and Canadian Tire money too!

Enjoy and keep communicating!

In This Issue

[Website of the Month](#)

[Social Media is here to stay](#)

[Sopa & Bill C-11 an Internet Spring?](#)

[Social Trends](#)

[Windows 7 Libraries](#)

[Computer news](#)

[Spear Phishing](#)

[Internet Links](#)

[Things I learned from TV](#)

Website of the Month

Computer News

DON'T CLICK ON ANY EMAIL LINKS

I've been getting lots of emails from people that have clicked on a link in an email from someone they know, but with **no other information on the page!** It says **CLICK THIS LINK**, and they do!

If someone sends you a message, and there is no other information on the page from them apart from a link, DON'T CLICK IT. Send them a message and ask if they sent it. If they did, **ask them to write a personal note about what it is in future**, and tell them not to click links in future, because they just sent that same message to their whole address book!

YOUR COMPUTER IS SLOW

I've had this phone call now about five times. And each time I tell the person that they should be ashamed of themselves, and hang up. **No one can know how slow your computer is running** unless you give them access to it or they are sitting in front of it. Hang up on these scam artists. They are trying to part fools with their money! (and apparently succeeding!)



Join Our Mailing List!

Spear Phishing

First you had Phat, then you had Phishing and now Spear Phishing.

Spear Phishing is an email fraud attempt that uses information in a targeted way to trick you into giving them money or log-in information.



It is important that you know how much about yourself is available on the web. This type of fraud usually happens when someone claims to know you through some social event, when they have only read about it on your Facebook page or other social site. This type of phishing also sometimes claims to come from a bank or other institution that asks for your log-in details.

For the definitions of all things web, go to [Webopedia](#).

Internet Links

And the winner is.....

The number one video on YouTube in Canada was a music video by a girl called Rebecca Black. But number 2 (and #1 in the UK) was

[Optimal Assessments and Consulting](#) provides clients with state of the art assessment tools that help to: measure performance; target areas of improvement; create clarity of expectations; help new employees integrate quicker; and improve team effectiveness. To learn more about these unique processes and tools, please visit the new website at www.opt-assess.com.

Social Media is here to stay

I went to a meeting at my Potters' Guild recently and the speaker was very interesting. Her talk wasn't about the usual throwing or glazing, but how she uses social media to grow her business.

Kim of [Indigodragonfly](#), told us how she moved to Haliburton with her husband, ready to start a part time job and sell her dyed yarn as a small business for the other half of her time. Meanwhile, her husband's promised new job at a bank in Haliburton evaporated and they decided that their wool business needed to work - big time.

The key to their business is their wacky sense of humour, and names of their wool (e.g. Up until the punching, it was a real good party) but what has gotten them their business from around the world is **social media**. 90% of their business is online, and is from either out of town, or out of the country! She has found through her stats that the demographics of her customers are not all young people, but people between 40 and 65 (including men). So if you think your business attracts only older people and that excuses you from Facebook and Twitter, her statistics show that your customers are using these media tools too! This business is now a full time job for both her and her husband.



The most exciting thing that I heard that night was how she uses her social media to engage her customers. They love her sense of humour, they form a community and she listens to them. They asked her to start up a **subscription based service**. This isn't a subscription to a magazine but a subscription to goods on a regular

basis. So she has started up a bi-monthly kit of wool, a pattern and a handmade gift and calls it the "**Smart-Ass Knitter World Domination 1 Skein Club**" - naturally. She has 200 people who have signed up for this subscription and she makes a profit, includes knitting designers to create the designs for the wool she sends and sources local crafts people to make gifts to include. She can test a new colour of wool on this group and get feedback, as she promises that it won't be released until nine months after they have had it. An exclusive! She even takes Canadian Tire money at trade shows! At a show in the U.S. people were coming up to her to ask what Canadian Tire money was! What a great idea.

Think of how you could engage your customers the same way with your business and social media. It could be as easy as posting something on Facebook every time you have a new product or specials. Or just showing off your own peculiar brand of humour!

Don't think outside the box, **there is no box!**

SOPA and Bill C-11 - an Internet Spring?

You can't have missed the news about SOPA (Stop Online Piracy Act) in the U.S. over the past few months, culminating last Wednesday with a blackout of sites such as Wikipedia in protest of this bill. This legislation has stalled now, but it will likely come back in a different form in future. It was meant to try to stop off shore piracy sites outside U.S. jurisdiction from operating. However, the bill is so flawed (and created by politicians that are happy to admit they don't understand how the internet works) that it puts the responsibility of copyright infringement onto internet providers and other sites like [YouTube](#) and [Blogger.com](#).

The Bill as it was introduced was said to threaten free speech and innovation, and would enable law enforcement to block access to entire internet domains due to infringing material posted on a single blog or webpage.

Wikipedia reported that 162 Million people viewed its blackout page during the day's protest. If you compare it to the most-watched tv program of 2011, at 111 million, that's pretty impressive. Seven million people signed online petitions. U.S. Politicians that had previously supported the bill quickly backtracked.

C-11 is a bit flawed as well, as it has some contradictions about digital locks. "If you have rules like you do right now, someone can infringe the law without actually infringing copyright," Geist said. ([see m.geist](#))

With the success of this day of action, the Tech community are wondering if they could use this same power to tackle Political Reform. After all, the will of the people was what politics was always meant to be about, not which industries had the biggest wallet!

Sources: [Wikipedia - Stop Online Piracy Act](#), [Techpresident.com](#)

Social Trends from 2011 going into 2012

my favourite, [Ultimate Dog Tease](#). It's just a classic. And as I've mentioned before, animals are the most popular topic on YouTube.

Other favourites.

[Ormie the Pig](#)
[Marcel the Shell 1](#)
[Marcel the Shell 2](#)

Lego Man in Space

Two weeks ago, Ho and Muhammad launched a homemade balloon carrying a Lego passenger and four cameras. It fell back down to Earth 97 minutes later with astonishing footage from an estimated 24 kilometres above sea level, three times the typical cruising altitude of a commercial aircraft. [Check out the video here.](#)

Sortable

A new website is hoping to take a bite out of Google's search business by helping you get right to the business of finding the information you want.

Right now [Sortable](#) lets consumers comparison shop for cameras, TVs, phones, tablets and laptops - for now. It helps you narrow down your choices and gives you listed prices on these items. Eventually, it will help people choose cars, restaurants and other things without having to click and compare on each site.

Things I learned from TV

Social networking is continuing to grow. We saw the introduction of [Google+](#) and it has grown quickly (mainly with web developers). [Facebook](#) keeps evolving, [Twitter](#) is still an important player and other less known social groups like [Instagram](#) (an app for iPhones that allows users to share photos) quickly becoming popular with millions of users. [StumbleUpon](#) has become more mainstream as well. (choose your interests and this site takes to you topics that are all over the web).

Here are some of the trends that are really going wild at the moment and getting larger. Some of them may be right for your business.

Geo-Locators

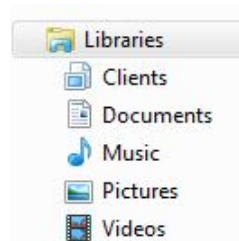
Smart phones have helped to add the dimension of GPS to your applications so that you can have recommendations on where to shop or where sales are happening based on where you are. Called "**check-in**" services, if you allow your location to be available to these sites, you can stay in touch with friends and get instant sales or deals from stores near your location. [Foursquare](#) is one of these groups. You can get recommendations from other Foursquare members on where a good restaurant is in an area, for example. Apparently, women aren't as keen to sign on to these types of services as men. Citing privacy and worry about stalking, for some, the promise of bargains nearby isn't enough of a lure. Plus, people are already sharing so much on tweets and facebook, does everyone need to know our exact location at any one time?

(This is long article, [so the rest of it will be found here.](#))

Windows 7

With Windows 7 there are is now a Library system instead of My Docs. And you are stuck with Documents, Photos, Pictures and Videos. And that isn't too bad for categorization. But what if you tend to go to the same folder inside your documents every time? Well, you can add a folder to your Libraries!

I use a folder called "Clients" a lot. It is where everyone's websites, images, graphics and documents that I am sent are stored. And I was getting tired of having to click into Libraries and then documents and then scroll down to the clients folder. But I was sure that you could make it faster. And you can....



1. Right click on your Libraries folder, go down to New and then click on Library. It will want you to name that library(much like you name a new folder)
2. Click on the new library you've created and you will see that the new Library is empty. And a button will ask you what folder you want to include in your library. In my case it was Clients. This creates a shortcut to that folder, it doesn't move it in any way. You can add multiple folders to that folder as well.

A pretty handy way to get used to using Libraries and make your computer work for you!

Apart from finding my music on TV and movies, I have also been learning about apps as well. One I've heard about on two different shows!

SlyDial

Don't really want to talk to someone, but need them to get a message? This is an app that allows you to call their cell phone and have your call go straight to their voicemail. Pretty sneaky right? Only now everyone knows about it!

Google Goggles

Imagine you are on holiday and see a famous landmark and want to know more about it. Snap a picture with your android phone and you will immediately go to sites that tell you all about it. It works with artwork, business cards (it can call the person) books and even some translation! In the future it may be able to give you information on what kind of tree the photo of a leaf you took, comes from.

Whew, that's it for now.....

Don't forget that you can forward this newsletter to anyone you think would be interested.

If you would like your website featured, or have anything you'd like me to introduce, or answered, please feel free to email me.

take care out there!

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