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Is Your Company Getting Slandered Online?

Do You Know What People Are Saying About You Online? New "Online Identity Managers" Are Becoming A Must For Business Owners Who Need To Keep Their Reputation Clean...

A recent front-page story in the Washington Post brought to light a fast-growing trend in today's digital world: online identity management.

According to the article, Sue Scheff, a consultant to parents of troubled teens, was getting slandered online after one of her clients turned on her, calling her "a con and a fraud," and accusing her of taking kickbacks and destroying people's lives. Negative comments were being posted on online bulletin boards, forums, and threatening videos were posted up on YouTube for the world to see.

Even though Scheff sued for defamation and won an \$11.3 million verdict, the attacks worsened. To resolve this situation, Scheff was forced to hire ReputationDefender, a PR firm that cleaned up her reputation online.

While the costs for hiring this firm were steep (reputation management firms charge \$15,000 to \$100,000 for their services), the cost of her time, litigation and reputation make their fees seem not quite so high.

So what should you do if you are an average Joe small business with limited resources? Fortunately, an ounce of prevention is worth a pound of cure, and you can easily monitor your image online for free with a few simple steps.

First, the easiest way to check your online reputation is to Google your name

or the name of your company and see what appears. Next, set up a Google Alert on your name and your company name. You'll be alerted by e-mail whenever you or your organization has been mentioned in a blog, by the media, or in an online forum.

Next, make sure your web site and your company is coming up first in search engines. If you own the top positions online, negative media may not show up on the first listing when your name is Googled.

To do this, create a profile of your expertise using social bookmarking tools and news aggregators such as del.icio.us and Newsvine. Contribute to online forums and write articles for user-generated content sites such as Squidoo. You can even create book and product reviews at Amazon.com to help establish your authority on a particular topic.

You should also create a free blog on Blogger and then link that to your main web site. Post frequently and make sure your posts are key-word relevant.

Other obvious ways to put a positive spin online about your company is to create content pages on social media sites such as YouTube, Facebook and MySpace.

Finally, be very careful about posting any incriminating evidence about you or your company online or sending e-mails with incriminating information, tasteless jokes, or messages that could easily be misconstrued out of context. You don't want a search on your name to bring up pictures of you in compromising situations or sexist, racist, or off-color jokes you thought were only being sent to your friends.

Recent post from www.tdcnet.ca/blog **How to Replace Your Computer and Have it Cost You NOTHING!**

Computers are a staple requirement for most employees in businesses today, much like a desk and a phone.

The difference is that desks and phones are designed to last for many years, computers are not. After three years, computers are mostly obsolete due to advances in both hardware and software technology. After four years, a computer has worn out and is likely to fail; compare it to a 16 year old car – would you rely on it as your primary source of transportation?

Old computers cost you money. How you might ask? Consider an employee that loses 6 minutes per day due to computer related issues, this works out to 30 minutes per week and 2 hours per month.

For a \$15/hour employee, the loss to your business is \$30/month.

The average business desktop on a 36 month lease is \$30/month, the same as the lost time. Further consider that employees that work on outdated computers are often frustrated and less productive than ones that have current hardware.

When you factor in increased moral, efficiencies of current software and faster hardware, a new computer can actually make your business money!

If you are interested in learning more about how to replace your old computers, call us at (416)913-8998, or email us at purchasing@tdcnet.ca.

Not Following us on Facebook or Twitter? Here's what you've been missing...

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 Which tablet should you buy? The TDCnet Tech Tip breaks down your options and what to keep in mind. - <http://ow.ly/8PRxP>
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 QuickTip: How to install additional languages on your BlackBerry smartphone. - <http://ow.ly/8PRxQ>
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TDCNet
 Report: Amazon Sold 6 Million Kindle Fires Over the Holidays. My dad sure enjoys his! - <http://ow.ly/8PRxO>
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TDCNet Brendan Howe
 QuickTip: Got a Mac? Use the BlackBerry Desktop Software for Mac to switch a new BlackBerry. - ow.ly/85LGH
 16 Jan

TDCNet Brendan Howe
 QuickTip: Cloud Computing to Grow 1000% by 2015. - ow.ly/85LGG
 15 Jan

TDCNet Brendan Howe
 QuickTip: Do you really need to wait until your USB device is safe to eject? - ow.ly/85LGE
 14 Jan

TDCNet Brendan Howe
 QuickTip: Here's How People Look at Your Facebook Profile -- Literally. - ow.ly/85LGD
 13 Jan

TECH TIP OF THE MONTH

Keyboard Shortcuts

You can use Shift-F4 keyboard shortcut to jump from one search hit to another in Word's Find feature (Ctrl+F).



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www.linkedin.com/company/tdcnet-inc.

Techie Dictionary

VoIP: *Voice-Over-IP*, a category of hardware and software that allows you to use the Internet to make phone calls and send faxes. This technology is becoming very popular with businesses and home users alike because it



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♥ Do You Feel Your Computer Guy Isn't Showing You Enough LOVE? ♥

Maybe it's the constant problems that continue to crop up with your e-mail, printer, server, applications or other programs. Or maybe he takes a little bit too long to call back and then when you DO get him on the phone, he's less than polite. Or maybe he constantly makes excuses about why things aren't working or forgets to follow through on your requests.

Enough Is Enough!

These are the frustrations we hear all the time from business owners who are fed up with the lack of support and service they are getting from their computer guy or IT support company.

And while delivering fast, friendly IT support from technicians who actually know how to get things working isn't an amazing concept, I'm amazed at how many

IT companies don't get it right.



See What GREAT Computer Support Should Be...For FREE!

Since it's Valentine's Day and we're feeling the "love," we'd like to offer you 2 FREE hours of computer support to resolve any problem you're having, or simply to perform a 'health check' on your network's security and backup systems. There are no strings attached and no fine print, but you have to call us during the month of February.

Why are we giving this away for free? Because we know that once you see how quickly we make your technical problems melt away, you'll end up being a client for life and tell your friends about us too!

Visit www.bemycomputervalentine.com or call (416) 913-8998 before February 29th to claim Your 2 Free Hours of Computer Support And 'Fall Back in Love' With Your Computer!

Free Webinar: How Cloud Computing Will Cut Your IT Costs, Eliminate Expensive Computer Upgrades And Free You To Work From Anywhere On Any Device

If you are the owner or manager of a company with 15 or more employees that has heard all the hype around cloud computing but still don't know what it is and how it can help you, read on...

On Thursday, March 8, we'd like to invite you to join us and your peers for an eye-opening webinar that will explain in simple, non-technical terms what cloud computing is, the pros and cons and how it can help you significantly cut the complexity and cost of IT.

When: March 8, 2012
What: Online Webinar
Time: 1:00 – 2:00 p.m.

**To attend, visit
www.tdcnet.ca/whycloud.
 Space is limited so register now!**

for you to pay for ongoing IT maintenance and upgrades altogether.

- 5 critical questions you need to ask yourself to determine if cloud computing is a good fit for your company.
- Answers to frequently asked questions about security, where your data is stored, internet speed/connectivity.
- How you and your employees can easily work at home or on the road without being saddled with VPN issues, slow connectivity or other problems.
- How to have automatic "business continuity" so you never lose data or experience significant downtime due to disasters, viruses, hardware malfunction and human error.

You'll Learn:

- In non-techie terms, what is cloud computing and how it can significantly cut your IT support, hardware and software costs. In fact, it can eliminate the need

NEWS & NOTES FROM THE TDCNET TEAM

New TDCNet Website Has Launched!

We've just launched a completely revamped and redesigned website at www.tdcnet.ca.

The new site boasts easier navigation, more content and best of all, it is designed in a Word Press template which means it's really easy to update.

We plan to update the site on a weekly basis moving forward and this new format gives us the ability to do that quickly and easily.

If you're redesigning your site, we'd recommend you consider using Word Press or a similar content management system (sometimes called CMS) for it. That way you won't need to rely on your web developer every time you want to make an update.

Let us know what you think of our website! Email Brendan at Brendan@tdcnet.ca.



Trivia: Do You Know the Answer This Month?

Computer Scientist, Tim Berners-Lee is noted for creating?

- a) The First Computer
- b) The World Wide Web
- c) Turbo Tax Software
- d) Web Conferencing

Remember, first person to call in with the correct answer wins a Tim Horton's gift card!
(416) 913-8998



Last month's question was:

Which of these famous people has a birthday of January 1st?

The choices were:

- a) Betsy Ross
- b) Paul Revere
- c) J. Edgar Hoover
- d) All of the above.

The correct answer was d) All of the above.

Last Month's Winner:

Marie Gauthier From Ontario PC Caucus called with the correct answer. Way to go Marie!

Can you answer correctly this month?



Managing your connections

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