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**MSP Marketing Edge**

Facebook posts: May 2018

**Post 1**

GDPR is coming this month, and we can’t stress this strongly enough. If you don’t comply, you are putting your business at risk of a fine, and/or a public naming and shaming.

We wrote another new educational guide. Read it now to learn how to avoid a data protection disaster.

Link to the May guide data capture page on your website

**Post 2**

Just when you thought it couldn’t get much worse for Zuckerberg, Facebook is now under fire for using facial recognition software without consent.

<http://money.cnn.com/2018/04/17/technology/facebook-lawsuit-facial-recognition/index.html>

**Post 3**

Data security breaches won’t happen to you, right?

Wrong!

Take a look at these common scenarios and see if any of them strike a chord.

<https://www.channelpartnersonline.com/gallery/12-scary-data-breach-scenarios-from-verizon/>

**Post 4**

It’s always good to make time for a TED talk. This one examines whether computers can really understand our emotions.

<https://www.ted.com/talks/raphael_arar_how_we_can_teach_computers_to_make_sense_of_our_emotions?language=en>

**Post 5**

Only got a couple of minutes spare but don’t want to slip up on GDPR? Watch our short video about it.

Link to the May video on your website

**Post 6**

Oh dear…looks like the tax people in the USA need someone else to handle their IT.

<http://www.chicagotribune.com/news/opinion/commentary/ct-perspec-irs-computer-system-outage-0418-story.html>

**Post 7**

One year on from the WannaCry virus, surely the NHS is taking data security much more seriously? Well….

<https://www.itproportal.com/news/nhs-slammed-for-lack-of-security-action-one-year-after-wannacry/>

**Post 8**

When fiction becomes reality: Government warns of cyber security attacks from Russia.

<https://www.nytimes.com/2018/04/16/world/europe/us-uk-russia-cybersecurity-threat.html>

**Post 9**

Thinking about a new laptop for home? This guide from Which? will help you make a good decision.

<https://www.which.co.uk/reviews/laptops/article/best-laptop-brands/most-reliable-laptop-brands>

**Post 10**

Live chat powered by humans is so 2016…here’s how bots and messaging apps are changing customer service technology.

<https://www.impactbnd.com/blog/why-messaging-apps-better-than-live-chat>

**Post 11**

The royal wedding on the 19th poses a huge security risk. Police will be treating every single member of public as a potential troublemaker, and while it might sound a bit much, it makes sense.

This is how you should be approaching your IT security too. Prevention is always better than cure, and vigilance can never be underestimated. If you need some help protecting your data, give us a call.

<https://www.mirror.co.uk/news/uk-news/everyone-crowd-potential-terrorist-top-12347299>

**Post 12**

The best smart phone of 2018 so far, according to Tech Raider. And the winner is…

<https://www.techradar.com/news/best-phone>

**Post 13**

We’re always hearing about cyber criminals and how technology can put us in danger. But what about the ways it keeps us safe?

<http://mentalfloss.com/article/61942/11-ways-technology-will-keep-you-safe>

**Post 14**

If your office is going to be quieter in July or August, that could be a great time to implement a major IT project.

We’re now taking project bookings for the summer.

Give us a call on 01xxx xxxxxx to tell us what you want and we’ll see if we can help. Or email [you@yourbusiness.co.uk](mailto:you@yourbusiness.co.uk).

**Post 15**

How the hyperlink changed the way we communicate.

<https://www.ted.com/talks/margaret_gould_stewart_how_the_hyperlink_changed_everything>

**Post 16**

Of course, we’re big advocates of outsourcing IT. But there are other ways you can leverage outside talent to achieve your goals too.

<http://under30ceo.com/11-things-outsource-save-money/>

**Post 17**

If you have older family members who are looking to buy a new computer, take a look at this guide first.

<https://www.techadvisor.co.uk/buying-advice/laptop/how-choose-computer-for-older-people-3580311/>

**Post 18**

This month sees the 20 year anniversary of Gran Turismo’s release on the PlayStation. Here’s what it looked like.

<https://www.youtube.com/watch?v=xDAgJB2HDG0>

**Post 19**

What’s the big deal with Cambridge Analytica and how did Facebook use our data?

<https://www.theguardian.com/news/2018/mar/26/the-cambridge-analytica-files-the-story-so-far>

**Post 20**

Do your staff use their own mobiles and iPads for work? If so, that’s great for productivity but not always so great for security.

Contact us today and we’ll advise you BYOD (Bring Your Own Device).

There are some basic data security measures you must put in place.

Email is best: [you@yourbusiness.co.uk](mailto:you@yourbusiness.co.uk).