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"Insider Tips to Make Your Business Run Faster, Easier and More Profitable"

INSIDE THIS ISSUE:

We love technology and we love helping people.

Give me a call today for a quick (non-salesy) chat to find out whether my team and I can help you better secure your data and get more out of your existing Technology!

Damien Harrison
Director of Operations

LEARN HOW TO SPOT FAKE LINKEDIN SALES BOTS

LinkedIn has become an invaluable platform for professionals. People use it to connect, network, and explore business opportunities. But with its growing popularity have come some red flags. There has been an increase in the presence of fake LinkedIn sales bots.

These bots impersonate real users and attempt to scam unsuspecting individuals. This is one of the many scams on LinkedIn. According to the FBI, fraud on LinkedIn poses a "significant threat" to platform users.

In this post, we will delve into the world of fake LinkedIn sales bots. We'll explore their tactics and provide you with valuable tips. You'll learn how to spot and protect yourself from these scams. By staying informed and vigilant, you can foster a safer LinkedIn experience.

Identifying Fake LinkedIn Sales Connections

Social media scams often play on emotions. Who doesn't want to be thought of as special or interesting? Scammers will reach out to connect. That connection request alone can make someone feel wanted. People often accept before researching the person's profile.

Put a business proposition on top of that, and it's easy to fool people. People that are looking for a job or business opportunity may have their guard down. There is also an inherent trust people give other business professionals. Many often trust LinkedIn connections more than Facebook requests.

How can you tell the real requests from the fake ones? Here are some tips on spotting the scammers and bots.

Incomplete Profiles and Generic Photos

Fake LinkedIn sales bots often have incomplete profiles. They'll have very limited or generic information. They may lack a comprehensive work history or educational background. Additionally, these bots tend to use generic profile pictures. Such as stock photos or images of models.

If a profile looks too perfect or lacks specific details, it could be a red flag. Genuine LinkedIn users usually provide comprehensive information.

Impersonal and Generic Messages

One of the key characteristics of fake sales bots is their messaging approach. It's often impersonal and generic. These bots often send mass messages that lack personalisation. They may be no specific references to your profile or industry. They often use generic templates or scripts to engage with potential targets.

Excessive Promotional Content and Unrealistic Claims

Fake LinkedIn sales bots are notorious for bombarding users. You'll often get DMs with excessive promotional content and making unrealistic claims. These bots often promote products or services aggressively. Usually without offering much information or value.

Inconsistent or Poor Grammar and Spelling

When communicating on LinkedIn, pay attention to the grammar and spelling of messages. You may dismiss an error from an international-sounding connection, but it could be a bot.

Fake LinkedIn sales bots often display inconsistent or poor grammar and spelling mistakes. These errors can serve as a clear sign that the sender is not genuine. Legitimate LinkedIn users typically take pride in their communication skills.

Unusual Connection Requests and Unfamiliar Profiles

Fake LinkedIn sales bots often send connection requests to individuals indiscriminately. They may target users with little regard for relevance or shared professional interests.

Be cautious when accepting connection requests from unfamiliar profiles. Especially if the connection seems unrelated to your industry or expertise.

Logitech MXM 3S Wireless Performance Mouse

The Logitech MXM 3S Wireless Performance Mouse is like the secret agent of computer mice – sleek, efficient, and always on target. It's wireless, so it's got the freedom to move without any strings (or wires) attached.

Feel every moment of your workflow with even more precision, tactility, and performance, thanks to quiet clicks and an 8,000 DPI track-on-glass 134 mm minimum glass thickness sensor.

HAVE YOU TRIED OUT MICROSOFT DESIGNER YET?

One of the newest AI-powered design tools launched is Microsoft Designer. You can use it whether you're a graphic pro, marketer, or small business owner. Or someone that simply wants to make a funny meme.

Microsoft Designer offers a range of features to streamline your design process.

Let's explore the key features.

Intuitive and User-Friendly Interface

Microsoft Designer boasts an intuitive and user-friendly interface. This makes it accessible to both beginners and experienced designers.

Its user-friendly features include things like:

- Drag-and-drop functionality
- Contextual menus
- Easy navigation
- Text prompts to start your design

The first prompt it asks is "Describe the design you'd like to create." This makes it simple for someone with no design experience to use it. Based on your prompt, the system can leverage AI to generate graphics. You can also upload your own.

Comprehensive Design Templates and Assets

Whether you need a business card, flyer, or social media post, this app has you covered. Additionally, the tool offers a vast library of assets. These include:

- High-quality images
- Icons
- Fonts
- Color palettes

You can use these to create visually stunning designs. Ones that align with your brand identity. The abundance of design assets gives you creative freedom and flexibility. You can have fun bringing your vision to life.

Smart Layout Suggestions and Design Recommendations

Microsoft Designer goes beyond being a mere design tool. It's a knowledgeable design assistant. The tool employs artificial intelligence to act as a "design assistant." It can analyze your design and provide smart layout suggestions and recommendations. So even if making images isn't "your thing," you can make something decent.

The AI help is useful for those who may be new to design or seeking inspiration. Your design assistant can offer optimal font pairings, appropriate image placements, and more.

Seamless Collaboration and Integration

Collaboration is essential in today's digital workspace. Microsoft Designer understands this need. The tool offers seamless collaboration capabilities. It allows several users to work on the same design project simultaneously.

You can easily share your designs with team members or clients. As well as get real-time feedback and edits. Furthermore, Microsoft Designer integrates seamlessly with other Microsoft Office applications such as PowerPoint and Word.

Accessibility and Cross-Platform Support

Microsoft Designer recognizes the importance of accessibility and cross-platform compatibility. The tool is available both as a web application and as a desktop application. You can use it on Windows and Mac.

Use it working on your desktop computer or from a mobile device. The tool also adheres to accessibility standards.

THE RISE OF RANSOMWARE AND THE IMPORTANCE OF A BCDR STRATEGY

Rising Tide of Cyber Threats

The UK is facing a rising tide of cyber threats. In 2022, there were an estimated 2.39 million cyber crime incidents in UK businesses, a 14% increase from the previous year. These incidents resulted in losses of over £1.3 billion.

One of the most concerning trends is the increasing use of ransomware.

What is Ransomware?

Ransomware is a type of malware that encrypts a victim's files and demands a ransom payment in order to decrypt them. In 2022, the average ransomware payment in the UK was £170,000.

Emergence of New Hazards

In addition to ransomware, businesses in the UK are also facing a number of other cyber threats, including:

- Social engineering: This is a technique used by cybercriminals to trick victims into giving up their personal or financial information.
- Data breaches: These occur when sensitive data is stolen from a company's computer systems.
- Supply chain attacks: These involve targeting a company's suppliers or partners in order to gain access to their systems.
- Cryptojacking: This is a type of attack that uses a victim's computer to mine cryptocurrency without their knowledge.

Realities that Matter

The increasing sophistication of cyber threats is a major challenge for businesses in the UK. A recent survey found that 29% of SME CEOs believe that their organisations are inadequately prepared to address the evolving threat landscape.

This is a worrying statistic, as SMEs are often seen as being more vulnerable to cyber attacks than larger organizations. This is because they often have fewer resources to invest in cybersecurity, and their staff may not be as well-trained in cyber security best practices.

How do I protect my business?

By implementing a multi-layered approach to security and a strategy around business continuity follow the helpful tips mentioned in our free guide, business leaders can help to minimise the risk of your organisation being the victim of a ransomware attack.

Secure Your Copy Today and Empower Your SME!
To learn more about how to protect your business from ransomware, download our guide from

https://www.bondgate.co.uk/bcdr

6 REASONS ACCESS MANAGEMENT IS NOW CRITICAL TO CYBERSECURITY

Cybersecurity has become paramount for businesses and individuals alike. Cyber threats abound, and data breaches and malware attacks are costly. Attacks come from all vectors, including the cloud tools you use every day.

You need to ensure you're addressing access management in your cybersecurity strategy. Otherwise, you could suffer serious financial consequences.

Reasons Why Identity & Access Management (IAM) Should Be a High Priority

- Mitigating Insider Threats
- Strengthening Data Protection
- Enhancing Regulatory Compliance
- Streamlining User Provisioning and Deprovisioning
- Enabling Secure Remote Access
- Improving Productivity

WHAT TO EXPECT IN THE NEW IOS 17?

Apple's iOS updates have always been eagerly anticipated. iPhone and iPad users around the world get excited to see what their devices can do next. The newest major release is iOS 17. This fall, Apple is set to introduce a host of exciting new features and improvements.

iOS 17 promises to deliver an even more intuitive and seamless user experience. There will also be big changes for Messages and sharing across phones.

Here are the feature highlights:

- Get an Instant Transcript of Voicemails
- Personalized Contact Posters
- Leave a Video or Audio FaceTime Message
- More FaceTime Enhancements – Reactions & Apple TV
- New Emoji Stickers & Live Stickers from Photos
- AirDrop & NameDrop for Easier Sharing
- Smarter Autocorrect & Dictation
- StandBy Glanceable Screen Mode
- New Mental Health Features in the Health App

Customer Feedback

My request was sent to Bondgate IT at short notice but was dealt with immediately. I received a follow up call the next morning checking everything had gone well. Great service once more by Bondgate IT!

Clare Yates - North Yorkshire Youth