This Issue:

Ready To Invest in Social Media? It's Time For The Ultimate Social Media Rig

Social media has established itself as a main communication tool for personal use and businesses alike, yet many local businesses aren't using it to its full potential. If you're a business struggling with your social media presence, learn how the Ultimate Social Media Rig can get you up and running.

Why Your Business Needs Social Media

If you're like most businesses, you faced many challenges over the...

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About Directive

We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing big-business, Enterprise-Level IT services to small and medium-sized businesses.

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newsletter.directive.com

Productivity Software is Smarter Than Ever

All businesses rely on software to an extent, but there are several that transcend industry or organization size and can be implemented by most businesses to improve productivity. Let's go over some of the common types of software you might find in a business environment and why you should consider implementing them for your own company.
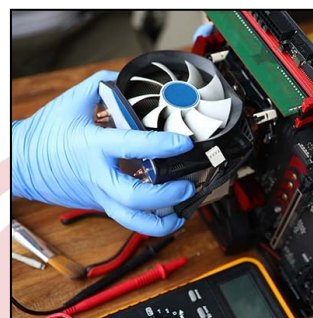
Productivity Suites

The most basic of all productivity software is the productivity suite. Examples include Microsoft 365 and Google Workspace, both of which offer word processors, spreadsheet softwares, presentation apps, and more. There are also other more specialized productivity suites for photo and video editing, as well.

Feature-Rich Collaboration

So many workers still operate remotely and if your team fits this bill, you are going to have to replace the collaboration that is missed by not being in the office. Today's collaboration software allows people to not only communicate in real time, it also provides integrations that build efficiency and team productivity.

Who Do You Call When Your Tech is On the Fritz?

In the world of business, few issues can be as profoundly disruptive as a desktop workstation refusing to work properly. When your computer stops functioning or impacts your productivity, who do you call? Do you have someone on speed dial who is trained on how to take care of computer problems?

The unfortunate reality is that few small businesses have someone in-house whom they can rely on to resolve technology problems. Even when they do, they often have their hands full managing the day-to-day problems that employees encounter with their technology. It's not uncommon for a small business IT technician to lament that their job is never done, and they can get driven to burnout or exhaustion as a result.

Some businesses shirk the idea of an in-house technician entirely, choosing instead to rely on their employees to handle the everyday maintenance and upkeep of their own technology. You don't need us to tell you that this is a bad idea; the second someone handles a motherboard the wrong way, breaks a component on accident, or deletes a bunch of important data, you'll see what we mean. On one hand, letting your employees fix their own problems can be beneficial short-term, but these benefits cease in the face of major downtime-causing problems, like true hardware failure.

Thankfully, businesses do have the option of outsourcing computer repair to a managed service provider. Think of it like the Netflix of computer repair and other technology services for the business setting. You pay a relatively small monthly fee for access to a trained, certified, and most important of all, knowledgeable, IT technician who can resolve all of your computer woes. This gives your staff the peace of mind to focus on their day-to-day

Components of a Successful Business Continuity Strategy

With the future so uncertain, it's no surprise that many organizations are turning their focus toward business continuity. There are a lot of components that go into making a successful continuity plan, and if you want to optimize your chances of survival in the face of a disaster, you need to ensure that all your bases are covered.

First, let's take a look at what business continuity means, particularly in a post-pandemic world.

Defining Business Continuity
A lot of things can go wrong when you run a business. From natural disasters like electrical storms, fires, floods, and so on, to not-so-natural disasters like hacking attacks, ransomware, and user error, there are a lot of ways that your business' operations could be disrupted for extended periods of time. At its core, the business continuity plan is a list of steps that must be taken following such a disaster to keep downtime and losses to an acceptable minimum. It should be noted that business continuity and disaster recovery, while two sides of the same coin, are...

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Proactive Management Keeps Business Running Efficiently

How often have your operations been disrupted by technology troubles that could have been spotted a mile away? Chances are it's a little too often for your liking, especially if your business wants to remain profitable. When your operations suffer, so too does your bottom line, leading to losses across the board. How can your organization spot technology troubles before they become detrimental to your organization's future?

One way that many small businesses just like yours have managed to beat the unpredictable nature of their technology solutions is to implement remote monitoring and management tools that allow them to keep a bird's eye view of their technology infrastructure at all times. By closely watching their infrastructure, they can identify issues before they become major, costly problems, effectively preventing the downtime they might bring about.

It does not matter the size or type of business using the RMM tools; all companies can leverage these tools to their advantage if they are implemented and managed properly. In particular, small businesses have struggled to maintain their technology either due to lack of resources or lack of staff with the appropriate knowledge or skill sets.

Outsourcing to a managed service provider is a great way to overcome these challenges. It removes physical barriers to services and professionals, and thanks to remote technology, issues can be resolved without an on-site visit. Let's say you experience a strange technology issue during the workday; all you have to do is contact a technician and they can remote into your computer...

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Productivity Software is Smarter Than Ever

Communication Solutions
More important than ever before are communication solutions like instant messaging, voice chat, and video calling. Considering the current state of the world with many workers performing their tasks remotely, it's no surprise that communication solutions have an incredible value. Consider communication solutions that can be utilized on a plethora of different devices, including laptops, desktops, and smartphones.

Project Management Tools
We are certain that, regardless of industry, your organization implements projects of some sort on a day-to-day basis. Whether it's something as simple as delegating tasks to individuals or keeping track of how much time is spent on each individual task, you can bet that a project management solution of some sort is going to be a valuable investment for your company. Some project management software allows for integration with various communications solutions built right into them.

Directive can help your business deploy, manage, and maintain software that are designed to enhance your workflows and improve productivity. We can even host it in the cloud so you don't have to worry about keeping it on your own in-house infrastructure! You can instead access them via the cloud on any approved device. It's a great way to take your productivity to the next level.

To learn more about what Directive can do for your business, reach out to us at 607.433.2200.

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Who Do You Call When Your Tech is On the Fritz?

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tasks, knowing that someone is available to help them fix their computers when they experience issues.
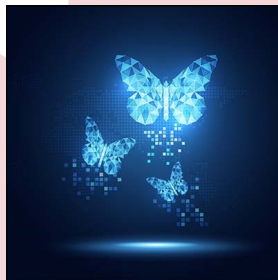
Many issues that are not hardware-related can be resolved without a technician visiting the office, but we know that some problems—hardware issues, namely—cannot be resolved without someone visiting your office in-person. Despite the increasing number of issues that can be resolved without an on-site visit, we understand that sometimes you need someone to stop by the office and repair your computer until it starts working again. Directive can help your business resolve these hardware issues in the most effective and efficient way possible. To learn more about the managed services we provide, give us a call at 607.433.2200 and ask about how you can change the way you approach computer repair forever.

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Use Technology to Transform Your Business

Sometimes it might feel like you can't possibly take advantage of the same technologies as a large enterprise, but the reality is that the difference between the two has largely diminished thanks to changes in business technology models and design philosophies. Simply put, there are technologies out there that let you compete with organizations you may not have been able to in the past, and if you can track your analytics, provide a quality service or experience to your customers, and implement the right technology solutions, you are on the right track.

Tracking the Right Data
First, you will want to focus on what the statistics say about your business. It's also critical that you don't try to do too much with this data too fast. Otherwise, you might be putting your odds of following through on multiple tasks at risk. Consider asking yourself where your company struggles, and be sure to keep yourself honest by examining key performance indicators. This will help you look for potential solutions to your problems.

Implementing the Right Technology
Chances are there won't be a single technology that resolves all of your problems, so be sure to implement solutions that solve your specific needs whenever possible. These needs should be established after you look at the analytics and statistics behind your operations. If you can focus on overcoming shortcomings that create a clear operational challenge for your business, you can then transition into focusing on parts of your business that could be made even better through the use of new technologies.

Providing the Right Experience
Once you have your data and solutions implemented, you can focus on providing excellent customer experience in...

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CYBERSECURITY TIPS

Best Practices for Safe Social Media Use
Social media networks can play a major role in the way children and young adults connect and interact with the world. Although these tools are mostly used for harmless entertainment, there are many security risks that we all should be aware of.

In this Micro Training video, learn some of the best practices for using social media securely. **https://dti.io/safesm**

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Each week we send an email with **FREE** cybersecurity tips to help you to avoid a data breach. These tips can be used to educate yourself and your employees on security best practices.

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We would ***love*** to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.
Thanks in advance!

https://directive.com/review

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Marketing Ideas & Tips for Your SMB

How Apple's Mail Privacy Protection May Impact Your MailChimp

Apple's release of iOS 15 and macOS Monterey will offer a new feature called Mail Privacy Protection. If an Apple Mail user enables this feature, it will limit the ability for marketing software providers, like Mailchimp, to accurately determine the following:

- Whether or when an email has been opened.
- The estimated location of the recipient when they open the email.
- The type of device and email client a recipient is using when they open the email.

This is a big change for email marketers, but we're here to help. Here's more information about this change for the email marketing industry and how you can prepare.

About Apple's Mail Privacy Protection

Mail Privacy Protection impacts open tracking, which is used for familiar metrics, like open rates in your campaign reports, but open tracking also helps email service providers determine a contact's estimated location, device, and email client. When someone who has Mail Privacy Protection enabled receives an email, Apple preloads all of the email content— this includes what email service

providers use to track opens, regardless of whether the recipient opens the email or not. As a result, it's likely that all emails sent to your contacts using Apple Mail with Mail Privacy Protection turned on will be reported as "opened."

How You Can Prepare

We've been testing how this change may impact Mailchimp features. While there's still a lot we won't know until people begin to enable Mail Privacy Protection, we want you to know that we're closely monitoring these changes and plan to make adjustments to you...

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We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.

Chris Chase
CEO

Client Spotlight: The Village Printer

We have the pleasure of working with a variety of organizations and one of our greatest honors comes from the opportunity we have to work with The Village Pinter.

The VP has been providing printing, copying and color copying, and related services of the highest quality for over 68 years, and was recently named Small Business of the Year for 2021 by the Otsego County Chamber of Commerce. We've worked with them for many years as both a service provider and a client, so this came as no surprise to us.

Whatever you need to promote your business, the Village Printer can deliver the professionally-produced materials that make a statement… from flyers to mailers to promotional products to apparel. Seriously, their product offering is *huge.,* so you're bound to find whatever you're looking for with them. If (and we really mean when) you reach out to them, do us a favor and tell them we say hi!

Visit them online at: **https://thevillageprinter.com**

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