

Tips on How to Avoid Social Media Hacking

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Burger King sold to McDonalds? Jeep sold to Cadillac? If you believe everything you read on Twitter, you may have thought these things happened, thanks to some clever and malicious social media hackers.

Social media has become big business. Both Facebook and Twitter now sell strategically-placed advertising, and these platforms have become critical in companies' efforts to establish and promote their brands. A successful social media campaign takes time. By contrast, the damage incurred due to a social media hacking attack can be far more immediate and longer lasting.

How does a business get "hacked" in the social media universe? A hacking attack can happen many ways. Someone could stumble upon your password through illicit means. Other attacks come in the form of a virus found on a website or sent via email.

In terms of the various social media sites, a hacking attack can be most devastating in the Twitter universe. Why? Because everyone can see your Twitter account (by contrast, your Facebook page is visible only to your desired friends and followers). Twitter continues to take steps to improve the security of its online environment, but the company's security measures can only go so far.

Simply choosing not to participate on social media sites is not a viable security strategy for a business in these times. So how does a business stay safe in the social media space? Here are a few tips:

- Monitor your business' social media presence. It's not enough to set up an account; you need to pay attention to it. Also, setting up a daily query on Google Alerts for your company's name wouldn't hurt either.
- Protect your social media passwords. Hackers try to find points of entry into businesses' social media accounts by testing a variety of passwords. Do not make it easy for them to discover your

passwords. Choose unique passwords and change them regularly. Also, when an employee leaves, change the passwords to your accounts.

- Act quickly if you do fall victim to a security breach. Try to log in to your account and change the password. Also, temporarily disconnect any access to third-party applications regarding



your accounts, and quickly notify your online followers (via your website and/or blog) that your account(s) were compromised and that you are working to remedy the situation.

- Use of third-party social media dashboards such as Hootsuite can also

provide great security for your social media activities.

- Finally, if anyone on staff is using smartphones to access your business' social media platforms, be sure that those phones are also password protected.



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It is unfortunate that some bad actors work so hard to create mayhem through businesses' social media platforms. Fortunately, by utilizing key security measures and closely monitoring your company's social media presence, your business will not be the next Burger King or Jeep story.

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Further, an average electrical plant run by coal generates approximately 3,700,000 tons of carbon dioxide every year. That same plant also creates about 10,000 tons of sulfur dioxide, which is known to create acid rain.

This is all before pointing out the undue burden a regulation such as this would have on the cost to consumers, especially to those living in HOAs.

Older furnaces, it was noted, vent through a flue on the roof. Higher efficiency furnaces require a sidewall vent because of the demands for oxygen to run. This in turn makes it difficult to install such a furnace in an HOA. Not only is space limited, but much like T.V. dishes in the 90's, HOA's also must determine issues with architectural consistency, as well as who is responsible for maintenance when a new hole is punched through a common element such as siding.

It was also noted that in many two-story homes, a furnace can also be found in the attic. Because this type of high efficiency furnace also produces condensation, this can freeze in colder weather, causing further damage in those attics.

The most compelling argument of all was the APGA pointing out that most of their information about the impact on the environment came from the DOE. Therefore, this new ruling would actually cause greater problems than it would solve.

Therefore, it is always good to keep in mind that in any important decision the demands to act now never take the place of deliberate and thoughtful investigation and debate. ■

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