Tools & Tips for Making the Most of Technology

WELCOME!
While you wait...

ZOOM Logistics:
• All attendees are muted
• There will be a Q&A session following the presentation.
• At the top of your screen, choose “speaker video” as your viewing option.

HOW to ask questions?
• Click “Q&A” button at the bottom of your screen.
• Type in your question.
• The moderator will read your question aloud.

May 7

Tools & Tips for Making the Most of Technology

Hosted By

NC:EDA
North Carolina Economic Development Association

May 7

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STEWART
Cyber Security 101
A crash course to better security thinking

• “There are only two types of companies: those that have been hacked and those who don’t know they have been hacked” – John Chambers, Cisco CEO
What is Cyber Security?

Computer security, cybersecurity or information technology security (IT security) is the protection of computer systems and networks from the theft or damage to their hardware, software, or electronic data, as well as from the disruption or misdirection of the services they provide.

What’s at Stake?

- Interruption in business services
- Loss of intellectual property and trade secrets
- Loss of competitive advantage
- Reputation loss
- Financial loss and/or fines
- Identity theft

Types of Attacks

- Phishing/Spear Phishing - typically carried out via email, it’s an attempt to collect usernames, passwords, credit card information etc. via deception. Phishing is broad whereas spear phishing is targeted at specific individuals.
- Social Engineering - essentially using human nature to get what you want. In the case of IT, it’s manipulating people to gain access to accounts, resources, building, etc.
- Ransomware - software that when executed on your system, locks access to your systems. The user is presented with the option of pay a ransom or lose data.
- Denial of Service - hackers use a network of resources to flood a website or system with requests, crippling the targeted system and rendering it unavailable for the duration of the attack.
- Website Defacement - hackers compromise your website and replace or redirect pages to their own content.
What Can My Organization Do?

- Adopt a security mindset
- Invest in training employees
- Establish and regularly review policies and procedures
- Establish and enforce password requirements with periodic changing of the password
- Work with vendors to ensure websites, servers, computers, and other applications/services are up to date with patches
- Backup data!

What can I do?

- Adopt a security mindset
- Lock your workstation when you're away
- Monitor your accounts for suspicious activity
- Ask questions – for example, was expecting to receive aUnsigned document from your company purchased. Should others drive appointment?
- Only use devices you or your company purchased. Found thumb drives are bad!
- If you see something suspicious - say something!

How to Identify Malicious Email

- Spelling and grammatical mistakes
- Sender implies a sense of urgency
- Not requested and unexpected
- Be sure...do not click. If you're suspicious of links, use the URL
- Call the sender to verify authenticity
Sample Malicious Email

- Flag 1: The subject is empty and whether it's something like this?
- Flag 2: The subject is empty which indicates this is a link and is being offered improperly from an unknown.
- Flag 3: When you hover over the same button, the link is an innocent SharePoint site. Please just hover over, do not click on it.

What to Do If You Think You’re a Victim

- Report it: If it's related to your work, report it immediately to the appropriate people within your company - especially if you think you might have revealed sensitive information.
- Watch for changes to your accounts. If you believe your financial accounts might be compromised, visit your bank's website to check any unusual activity that may have been unprocessed. Watch for any unexplained charges to your account.
- Change your passwords immediately. Change your password if you might have revealed it. If you used the same password for multiple resources, change it for each account, and do not use that password in the future.
- Watch for other signs of identity theft. These signs could include but are not limited to: unusual or unexplained charges to your accounts, new, unusual or unexplained activity on your credit report, or unexpected denial of your credit card.

Some Quick Metrics From NC DIT.

- There were 726 attack “events” over the last two business weeks.
- The four-week average of malicious emails as a percentage of total emails received is 13.49.
- The four-week average of spam emails: 952,172.
- The graph to the right represents last week's activity.
Other Common Security Scenarios

• While Traveling - https://it.nc.gov/resources/cybersecurity-risk-management/cybersecurity-awareness/online-safety-tips/cybersecurity


• Teleconferencing Tips - https://it.nc.gov/resources/covid-19-resources/teleconferencing-security-tips

• Avoiding Coronavirus Scams - https://it.nc.gov/resources/covid-19/avoiding-coronavirus-scams

Resources

• North Carolina Department of Information Technology - https://it.nc.gov/resources/cybersecurity-risk-management/cybersecurity-awareness


• North Carolina Local Government Information Systems Association - https://www.nclgisa.org/

Contact Information

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Virtual Meetings
Platforms and best practices | May 7, 2020
Penny whiteheart

Virtual is here to stay!

Meeting Set Up Considerations

- **Casual Meeting** – brainstorming, status update, ‘catch up’ meeting
- **Structured, Informal Meeting** – staff meeting, informal presentation
- **Formal, Structured Meeting** – board or directors meeting, formal presentation, sales pitch
- **Sensitive or confidential meeting** – client meeting, real estate negotiation, performance review
Meeting Set Up Considerations

- **Out of scope for this presentation:**
  - Webinar
  - Live Streaming Event
  - Panel Presentation

Meeting Set Up Considerations

- **Attendee Profile** – comfortable with the platform?
- **Attendee Device** – Smartphone? Phone call only? Different Operating System?
- **Attendee Bandwidth** – reception, bandwidth and device quality
- **Sensitive or confidential meeting** – client meeting, real estate negotiation, performance review

Comparing Virtual Meeting Platforms

- **GoToMeeting**
  - Starting @ $12/mo
  - Presentation Capture
  - Browser based = ease of accessibility
  - Unlimited cloud storage

- **Webex**
  - Free plan available; $14/mo
  - Full featured free plan
  - "Graybeard" of video conferencing

- **Zoom**
  - Free plan available; $15/mo
  - Easy screen sharing
  - Dual Monitors
  - Intuitive host & user interface
  - Robust annotating & whiteboarding
  - Breakout Rooms
  - File Sharing
  - Free plan available; part of Office 365
  - Ease of ‘quick meeting’
  - Replacing Skype for Business
  - May already be deployed - 37% in March 2020

- **Microsoft Teams**
  - Free plan available; part of Office 365
  - Ease of ‘quick meeting’
  - Replacing Skype for Business
  - May already be deployed - 37% in March 2020
Comparing Virtual Meeting Platforms

- Always Use Passwords
- Do Not Publish video conference links in newsletters, websites, public places...
- Turn Off Attendee recording by default
- Upgrade your software to the latest version
<table>
<thead>
<tr>
<th>Security Considerations for Virtual Meetings – For <strong>MORE</strong> Security</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Do not allow &quot;Join Before Host&quot;</td>
</tr>
<tr>
<td>- Enable &quot;Waiting Room&quot; – host must admit each attendee</td>
</tr>
<tr>
<td>- Disable 'File Sharing' through chat</td>
</tr>
<tr>
<td>- Be prepared to 'disable video' if appropriate</td>
</tr>
<tr>
<td>- Turn OFF screen sharing for attendees</td>
</tr>
<tr>
<td>- Turn OFF annotation for attendees</td>
</tr>
<tr>
<td>- &quot;Lock&quot; the meeting after attendees arrive</td>
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<thead>
<tr>
<th>Security Considerations for Virtual Meetings – For <strong>SERIOUS</strong> Security</th>
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<tbody>
<tr>
<td>- Require attendees to ‘authenticate’ – register</td>
</tr>
<tr>
<td>- Send the meeting link the day of the meeting; send password separately</td>
</tr>
<tr>
<td>- Require attendee to enter password manually</td>
</tr>
<tr>
<td>- Turn OFF annotation for attendees</td>
</tr>
<tr>
<td>- &quot;Lock&quot; the meeting after attendees arrive</td>
</tr>
<tr>
<td>- Be prepared to 'remove' participants</td>
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<tr>
<th>Best Practices – as a HOST</th>
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<tbody>
<tr>
<td>- Be familiar with the software/platform</td>
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<tr>
<td>- Use a Housekeeping Slide</td>
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<tr>
<td>- Advise attendees if recording</td>
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<tr>
<td>- Test the technology beforehand</td>
</tr>
<tr>
<td>- Keep admin panels open – watch for chat, files, issues</td>
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Welcome to the Board Meeting

**Meeting Housekeeping Notes**

- Participants are muted when entering the meeting. Unmute yourself to comment.
- Phone-only participants: *6 - Toggle mute/unmute *9 - Raise hand
- For video participants, ask questions via the Chat button or Unmute via the Mute/Unmute button

- Meeting is being recorded

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**Best Practices – as an ATTENDEE**

- Learn how to MUTE yourself! (Alt + A in zoom)
- Consider setting up free accounts
- Download and use the app for more features
- Upload a thumbnail photo
- Use earbuds and microphone
- Go easy on the ‘funny’ backgrounds – consider a customized or branded one
Stop… Collaborate and Listen

- Team Collaboration
- File Sharing
- OPM - Under Pressure

Collaboration Tools

- What might you already have?
- What works for you AND potential partners
- How much, how often and with whom will you use this? Internal only?
- Don’t get carried away! – Settle on one platform and enforce usage
Similar to each other:
- Slack
- Flock
- Yammer
- 20 others

Different:
- MindMeister [www.mindmeister.com](http://www.mindmeister.com)
- Miro - [https://miro.com/mind-map-software/](https://miro.com/mind-map-software/)

File Sharing
- How secure is your data? How strong is your chain?
- Verify compatibility across your partners
- Do you want everyone to have everything, at all times?
- What are you looking to accomplish (Internal / External / collaboration / large file share)
- Does it integrate with your CRM or other work?
- Please be careful! – Robo’s recommendation for security
Options

- SharePoint – Microsoft Product – Sync & online
- One Drive – consumer version
- Dropbox – We all know it – and many hate it
- Google Doc – Seemed like a good idea
- Third Party Sync Software – online backups
- Large Files - https://www.sharefile.com/

Free Stuff (and kind of)

General Recommendations
- Check your subscriptions?
- Are you an eligible non-profit?
- Trial status can be your friend.
- Many, many online tools
- Be safe!
- Be Creative
Creative Misuse

- YouTube – Creator Studio – save the videos privately, go live or blast them on other platforms
- Tools Designed for Social Media – Instagram, FB, etc.
- Snip & Sketch, Screen Capture video, Google Earth
- Have a video call with yourself – it’s not as weird as you think.

Robo’s List

- iPiccy - https://ipiccy.com/
- Mindmeister - www.mindmeister.com
- Virustotal - https://www.virustotal.com/gui/home
- Flashback express - https://www.flashbackrecorder.com/express

Find what you need:
- Cnet.com - https://download.cnet.com/
Resources

- Free PDF converter - https://www.freepdfconvert.com/
- Constant Contact Free Version – http://www.constantcontact.com
- Canva (infographics) – www.canva.com
- Wondershare (video editing) – www.wondershare.com
- Pexels - free stock photos & videos https://www.pexels.com/
- Imcompetech – Royalty free music https://incompetech.com/music/royalty-free

Webex vs Zoom

**Webex**
- Participants and Hosts must create profile
- Hosts can remove people from meeting
- Personal Meeting ID

**Zoom**
- Downloading app is option for attendees
- Hosts need to download app
- Personal Meeting ID
Webex vs Zoom Meeting Features

Both
• Blur or Replace background
• Enable / Disable audio and video anytime

Webex
• Hosts control co-browsing, file transfers, remove attendees
• Hosts can protect meeting with password
• Chat window
• Participants easily share screen

Zoom
• See attendees connectivity strength
Webex vs Zoom Meeting Pricing

Webex = Cisco
- Unlimited meeting length
- Free: up to 100 participants, unlimited number of meetings
- Start Plan: $13.50 / user / month (50 participants)
- Plus Plan: $17.95 / host / month (100 participants)
- Business Plan: $26.96 / host / month (200 participants)

Zoom = Microsoft
- Free: Unlimited 1:1, up to 100 participants for broadcast, 40 min. time limit
- Pro Plan: $14.99 / host / month (100 participants)
- Business Plan: $19.99 / host / month (min. 10 hosts)
- Enterprise Plan: $19.99 / host / month (min. 50 hosts and up to 500 participants)

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Q&A Session

Allan Sandoval (moderator)
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