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Cybersecurity Practices Everyone Should Follow Each and Every Day



2024 was a banner year in the worst possible way: cybersecurity threats broke records and incessantly targeted individuals and small businesses alike. Are there tools to help prevent these threats through detection and mitigation? Of course... but they unfortunately can only do so much to avoid the vulnerabilities caused by insufficient cybersecurity practices.

The following guide is intended to fix this, reinforcing such practices so they remain top of mind and are easier to enact regarding the data you work with every day. As such, we encourage you to share it so it can educate as many people as possible.

Make Sure No Password is Repeated, Anywhere

I'm not saying it's easy, but it is incredibly important that each and every password you use is 100% unique and private... otherwise, you're highly at risk of putting your business in danger through potential data theft.

Here's why, in a nutshell: let's say your Google account has the same password as your business credit card. If one of the many vendors you use that card with is breached, you could very well lose access to your Google account and everything that is attached

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The Urgency of Upgrading from Windows 10



Support for the Microsoft Windows 10 operating system is coming to an end, so let's talk about something crucial for your business technology: upgrading as soon as possible. Microsoft has officially set the date: October 14, 2025. After this day, mainstream support for Windows 10 concludes. While that might seem like a comfortable distance away, in terms of IT planning and business operations, it's practically tomorrow. Waiting is not a strategy; planning is.

Why the Urgency?

Think of Windows 10 post-October 2025 like a beautifully maintained classic car. It still looks great, it still drives, but it lacks the modern safety features—stuff like the airbags, the anti-lock brakes, the stability control—that work to protect you. More importantly, the manufacturer has stopped making essential parts, and your trusted mechanic will no longer offer tune-ups or fix new problems that arise specifically due to its age. You can keep driving it, but it's an obvious risk.

Running Windows 10 after the End-of-Life

Windows 10 will not stop working after October 14th, it will just pick up risk as time goes on. Let's look at some of the issues that running an unsupported operating system could have on your business:

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How to Keep a Hidden Office Expense from Ballooning Uncontrollably



Is the steady hum of your office printer the soundtrack to shrinking profits? For many businesses, the hidden costs associated with printing—paper, ink, toner, maintenance, and even the time employees spend managing physical documents—add up to a significant expense.

At Directive, we specialize in proactive business technology support, and we often see companies bleeding money...



Read the Rest Online!
<https://dti.io/hiddenexpnse>

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.

Visit us **online** at:

newsletter.directive.com



We Manage IT Remotely

We understand that technology, while essential, can be a source of frustration. From unexpected glitches that halt productivity to the constant need for updates and inevitable hardware replacements, managing IT can feel like a never-ending cycle.

This doesn't mean, however, that you need to be the one to deal with this stress or that IT issues always have to impact your ability to do your work.

This is where we step in.

We utilize sophisticated remote monitoring tools to keep a vigilant eye on your systems 24/7. This allows us to identify and often resolve potential issues before they cause disruption to your business. Our goal is simple: for your technology to be a reliable and invisible enabler of your success.

Imagine IT That Just Works.

Ready to say goodbye to IT headaches and hello to a more productive and focused work environment?

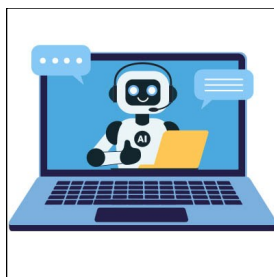
Let us shoulder the burden of IT management, freeing you to concentrate on what truly matters.

Explore our comprehensive suite of IT management services and see how we can tailor a solution to your specific needs or call us at 607-433-2200!



Read More Online!
<https://dti.io/remotemmit>

Craft Professional Emails Faster with AI Assistance



If you're like most professionals today, you know that writing emails can be a surprisingly time-consuming task.

You want to sound professional but not stiff, friendly but not casual, clear but not robotic. What's more, when your inbox is already overflowing, the last thing you want is to stare at a blinking cursor trying to craft the perfect response.

The good news is that modern AI can help you write great emails in seconds; and no, it's not cheating. It's just smart and can save a lot of time and effort. In this month's newsletter we will go ahead and tell you exactly how you can use AI tools to take the stress out of email writing without sounding like a robot yourself.

Pick Your AI Tool

The first step is to pick the right tool. Today, there are tons of AI email helpers out there, and some are built right into your email tool. Some platforms are specifically designed to suggest whole email drafts, while others polish what you've already written. Even so, most of them work like this: you give the AI a short description of what you want to say, and it gives you a full draft to tweak and send.

Here is an example of a prompt you can use to create a short email about an upcoming meeting:

"Write a polite email to a client reminding them about the meeting tomorrow and asking if they need anything beforehand."...



Read the Rest Online!
<https://dti.io/aie-mails>

Cybersecurity Practices Everyone Should Follow Each and Every Day

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to it, too. What's worse, there's little to no guarantee that you'll hear about this happening for some time. Even the largest, most capable entities can take months before fully identifying and publicizing news of a data breach.

This makes it essential that passwords are never repeated across your accounts. Instead, they all need to be unique, each at least 14 characters long and using a healthy mix of character types: numbers, letters, and symbols.

Consider adding a password manager as part of your security best practices. We touch on this in our blog: Password Managers Have Become Essential Tools for Individuals and Businesses

Use Multi-Factor Authentication

Also known as two-factor

authentication, MFA/2FA is an additional layer of security that protects your accounts by requiring additional proof of the user's identity before providing access to a protected resource. Whether you need to provide a code sent to your email or SMS message, or generate one in a standalone application, you effectively have to prove you are who you claim to be and have the device you are supposed to have before you can access the information an account holds.

We will historically always recommend utilizing one of the many applications that enable the latter option. Otherwise, all it would take to undermine...



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<https://dti.io/secureeveryday>

The Urgency of Upgrading from Windows 10

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- **No more security updates** - Microsoft will stop releasing patches for new vulnerabilities discovered after October 14, 2025. Cybercriminals love unsupported systems; they become easy targets for malware, ransomware, and data breaches. It's like leaving your digital front door wide open.
- **Compliance headaches** - Many industries mandate the use of supported, patched operating systems. Continuing with Windows 10 could lead to failed audits, hefty fines, and loss of customer trust.
- **Software and hardware compatibility issues** - As technology marches on, new software

applications and hardware peripherals will be designed for Windows 11 and beyond. Older Windows 10 systems may struggle to run new business tools efficiently, or they might not work at all.

- **Decreased productivity and performance** - Without updates and bug fixes, systems can become sluggish pretty fast and unusually unstable leading to frustrating downtime and lost productivity.

Did You Know?

Speaking of operating system lifecycles, Windows XP, one of...



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<https://dti.io/upgradewindows>

Protecting Your Network from Hackers



Cyberattacks aren't just something that happens to other people, they're a real-world threat to busi-

nesses, individuals, and even governments. Hackers are smart, sneaky, and persistent. The good news is that with a little strategic effort, you don't have to be helpless. Employing the right habits and strategies can help make it very hard for hackers to mess with you. In this month's newsletter, we talk about how to get better at keeping hackers out of your network.

Understand That You Are a Target

Everyone is very capable of being hacked and this is important to understand. Hackers often don't care who you are. Sometimes they're looking for a big payday, other times they're just looking for easy targets. If you have an email account, social media, bank info, or just access to a

computer, you're interesting enough. Accepting that you're a potential target is the first step toward better protection.

Strengthen Your Passwords

Weak passwords are like leaving your front door wide open with a big neon sign inviting them in. Hackers use automated tools that can guess simple passwords in seconds. Make your passwords long, mix up letters, numbers, and symbols, and never reuse the same password across accounts. One good tool that will help you manage passwords is to use a password manager to create and store strong passwords for you. One strategic investment in a good password manager, and your whole team will only need to remember one master password.

Embrace Two-Factor Authentication

Two-factor authentication is like...



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<https://dti.io/safenetwork>



CYBERSECURITY TIPS

Transportation Scams

The holiday travel season is about to begin! This can be a hectic time for everyone, and cybercriminals are capitalizing on it.

In this Micro Training, we'll cover some of the common transportation scams that are circulating the web this year.

View this tip and others at:

<https://dti.io/transportscam>

Get our Cybersecurity Tips directly to your inbox!

Sign up to receive our **FREE** cybersecurity tips to help you to avoid a data breach or other compromise. These tips can be used to educate yourself and your employees on security best practices.

Sign up today!
<https://dti.io/gettips>

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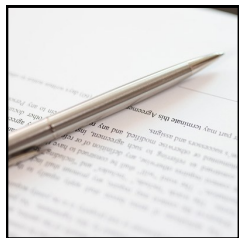
We would *love* to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

Thanks in advance!

<https://directive.com/review>

Marketing Ideas & Tips for Your SMB

If Your Prospects Aren't Converting, Check for These 3 Issues



Little can be more frustrating than thinking you're

doing everything right, only for your desired outcome to elude you... for instance, if your marketing prospects aren't being drawn in.

Let's explore some potential reasons why your prospects aren't converting and how you can resolve the issues that may be present.

If These Scenarios Sound Familiar, That May Tell You All You Need to Know...

Your Services Don't Resonate with Their Needs

Consider this: would you hire a lawyer if you needed someone to wash your business' windows? No?

Similarly, you should avoid targeting someone whose needs differ from those your services would address. Instead, focus your resources on your most promising targets.

You Aren't Inspiring Confidence

A big part of selling your services is ensuring that people will feel that working with you is the best investment they could make. If you don't, they may not buy what you're selling... or worse, actively seek it from someone else.

To counter this, you need to build more credibility, which can be accomplished by sharing social proof like case...



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<https://dti.io/convertprosp>



HAVING AN IT ISSUE?

EMAIL SUPPORT

support@directive.com

CHAT WITH US

chat.directive.com
607-433-2200.

TICKET PORTAL

support.directive.com

MANAGED RESOURCES

Use the  icon in your desktop system tray for support options, quick links!

Support Local Animal Welfare at the Vets for Pets Motorcycle Run!



On June 14th, the Post 259 American Legion Riders are hosting their 8th annual motorcycle run to support the **Susquehanna SPCA** and the **Super Heroes Humane Society**.

This year marks the 8th year of the event to raise money to support our community's organizations that provide animal welfare efforts, adoptions, and educational services. This year, **Friends of the Feral** will also be on-site, running the popular **50/50 auction**.

This event is **open to the public!** The cost of participation is \$20 per participant, which includes access to the Chinese Auction, 50/50 raffle, and the meal after the run. Bring a donatable item for a FREE Chinese auction ticket!

Whether you ride a motorcycle, prefer to travel in a car or truck, or just want to come and show your support, they'd love to see you there supporting these critically essential organizations and their efforts! Get more details or find out how you can help at alrpost259.org/vetsforpets!



Charlotte & Chris Chase

Tech Trivia

The amount of hacking-related breaches that involve stolen credentials is a staggering 81%.

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WHAT'S THIS "UPRISING" EVENT ON MY CALENDAR FOR NEXT TUESDAY?

