


Safely Connecting to Technology

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A Digital Age



The majority of **Americans** – 95% – now **own** a **cellphone** of some kind.

The share of **Americans that own** smartphones is now 77%, up from just 35% in Pew Research Center's first survey of smartphone ownership conducted in 2011.

92% of people living in poverty own some type of cellphone.

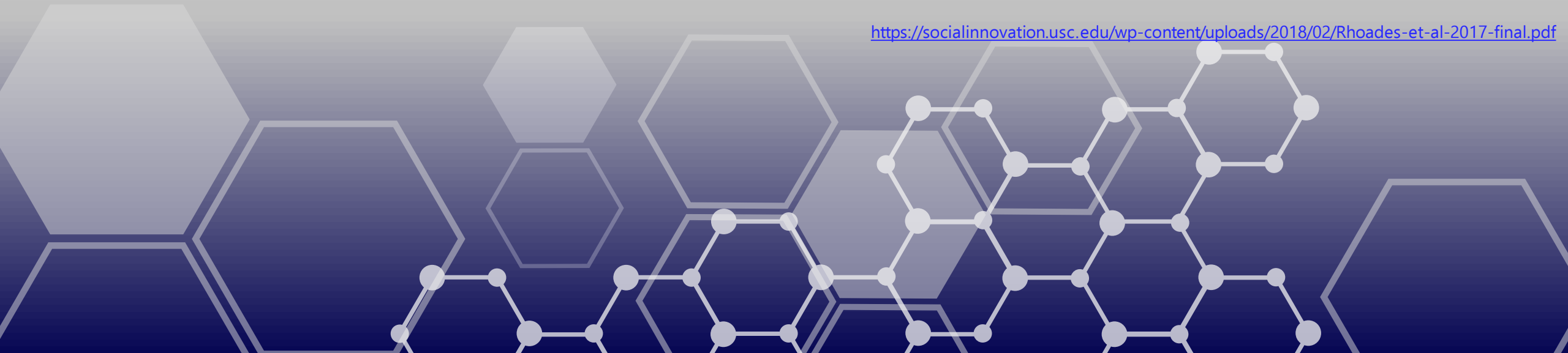
<https://www.pewinternet.org/fact-sheet/mobile/>

Homelessness and Cell Phone Use

No digital divide? Technology use among homeless adults, 2017

"The vast majority (94%) currently own a cell phone, although there was considerable past 3-month turnover in phones (**56%**) and phone numbers (**55%**)"

<https://socialinnovation.usc.edu/wp-content/uploads/2018/02/Rhoades-et-al-2017-final.pdf>



4 Week Experiment

- Purchased a Trac Phone with 250 minutes
 - Created an email address
 - Developed a resume
 - Applied for jobs



Greg Carpenter

- 39 year old Army Veteran
- Warehouse, Handyman, Cashiering Experience
- Two gaps in his resume: 5 months and a year

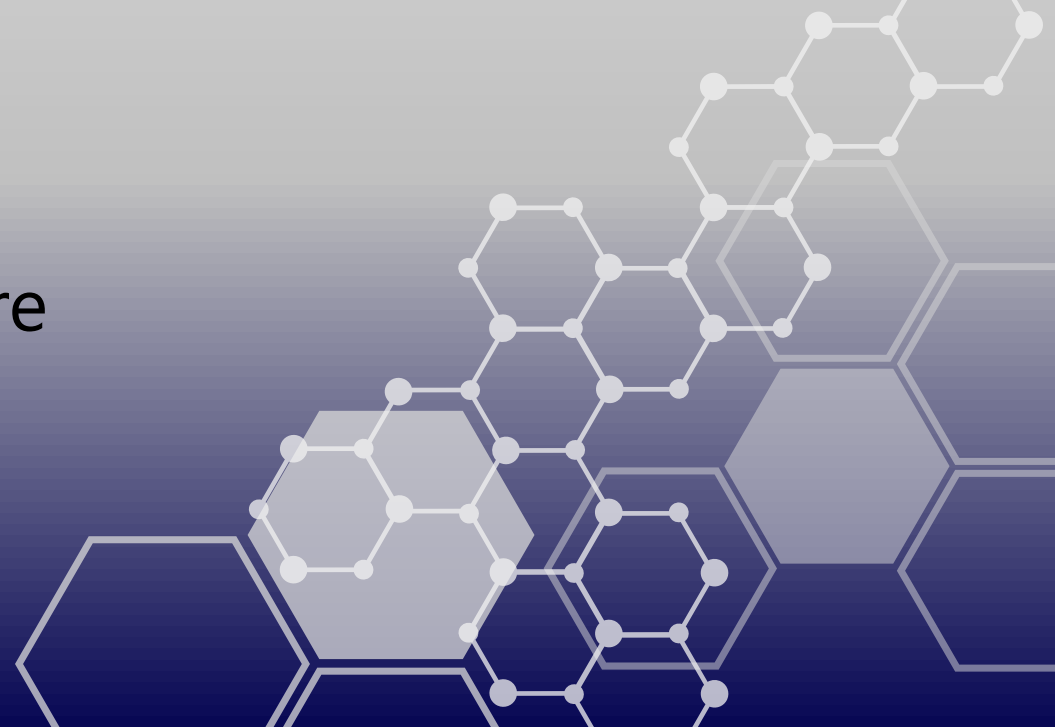
Looking for employment in Columbia, SC

- Needs to be around Downtown Columbia
- Must be on a bus line; also has a bicycle
- Not interested in School or Certificates
- Prefer over \$10/hr



Searching...

- Applied on 5 common job sites:
 - Career Builder
 - Zip Recruiter
 - Indeed
 - SnagAJob
 - Monster
- Applied for jobs within 10 miles of 29205
- Started applying for warehouse jobs, store jobs, and repair jobs.



What Happened?

**Call Thursday at 3:27 pm:
"Thank you so much for calling today.
Please hold while I find out who the call
is for."**

2 minutes on Hold

**"Greg. Hi Greg. Are you interested in
furthering your career options? I can
see you are. I work for a company and
you can find a job."**

Phone Calls and Text Messages

1. Recruiter text messages
2. Bot text messages
3. Spam phone calls

Emails

1. "Is the Man Bun over?"
2. Pinterest Emails
3. School Offers
4. Work From Home
5. Surveys/Giftcards
6. Countless Job Leads



Greg Carpenter, Application pre-approved Inbox x

Lon Tapia <benger77@gmx.de>

to me ▾

Dear, Greg Carpenter.

We stumbled upon your [cover letter](#) at one of the job-affiliated websites. Now our firm has several job opportunities. Just in case you may have an attraction to this, we've supplied all of the in depth info in the file joined.

If you're attracted to the following posture, you should respond to our Employing Supervisor (email address in the attachment file).

Have a very good day time!



Job Description:

Job Title: Shipping & Handling Clerk


No Experience Required

Job Type: Work-at-Home

Salary: \$35,000/year + bonus

// Make up to \$40/hr. Apply Now!"

UP TO \$40/HR* Automotive Technician / Mechanic - Lexington

 Brothers Automotive ★★★★★ 123 reviews

Columbia, SC

\$40 an hour

- 16 miles away from zip code
 - No public transportation
 - No automotive experience
- Keyword Search: "Picker/Packer"
- **"No current openings at this time"**



COMPLETE YOUR APPLICATION: [login](#)

MILITARY

SEARCH JOBS ▼

Jobs available:

1. West Columbia, SC

2. Greenville, SC

Automotive Development Program, West Columbia

Sales Representative-Based in Columbia, SC

Summer Work

(No experience necessary - Apply in 1 minute)

Enter your zip code to find openings

CHECK FOR OPENINGS

“Multi-level
marketing
subsidiary
company and the
domestic sales arm
of Cutco
Corporation”



VECTOR MARKETING

Started in 1981, Vector Marketing has over 250 locations in the US and Canada with annual sales of over \$200 million.



WORK OPPORTUNITIES

Full and part time openings provide practical work experience with excellent pay and a flexible schedule. A great way to build your resume.



COLLEGE SCHOLARSHIPS

Over \$50,000 in scholarships awarded to students annually earned through work performance.



[Privacy Policy](#) [Better Business Bureau - Accredited Business](#)

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Job Search

“Warehouse associate”
10 miles of 29205
Full-Time

1. \$17 per appointment
BUT they have to be 30 or older, own a house, and have a full time job.
2. Knife sets vary from \$500-\$2500
Must “buy in” to qualify
3. 30 Hours of “Classroom training” unpaid

Accredited	BBB Rating	Customer Reviews
THIS BUSINESS IS NOT BBB ACCREDITED	 • Failure to respond to one... More Reasons for BBB Rating	 Average of 1 Customer Review Leave a Review

Results

Less Education

There are less pop ups for education and scholarship services.



More Spam

Hundreds of spam emails, text messages, phone calls, pyramid scheme offers, Uber driver offers, etc.

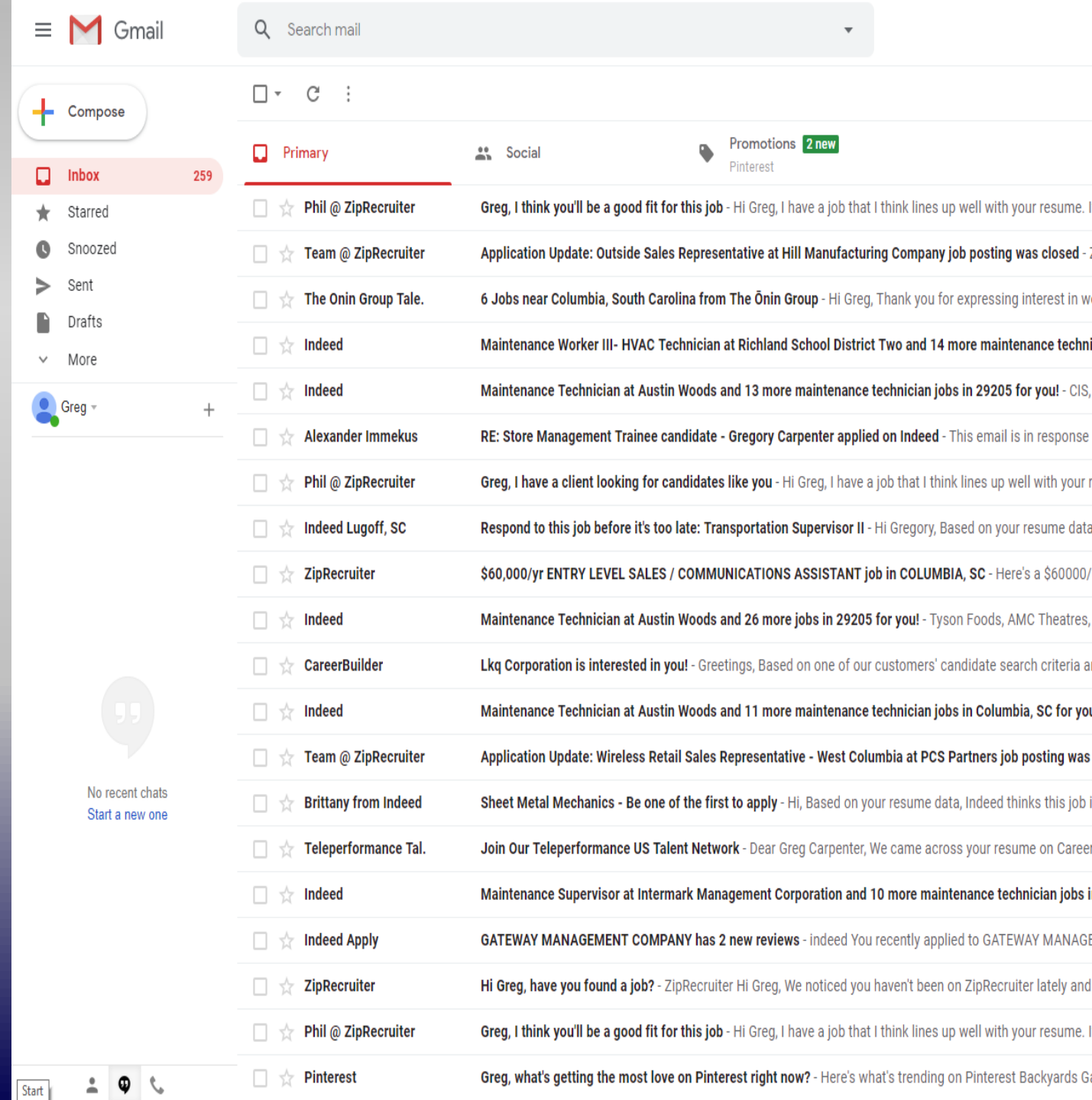


No credible leads

- No phone calls or emails for interviews.
 - "Recruiter" Text messages that were bots.



Greg Carpenter's Inbox after applying for jobs for 4 weeks.



Use Your Time Wisely

1. Manage Bus and Transit Schedules
2. Map out Meals and Food Banks
3. Check-in at local shelters
4. Apply for jobs on company sites
5. Apply for housing and vouchers
6. Check email and follow up on leads
7. Plan a budget and access resources
8. Stay connected with friends and family

-Based on Cellphone use from San Francisco
Coalition on Homelessness

OR

1. Answer every phone call received after applying for 5-12 jobs per week
2. Reply to every text message received
3. Search for "matches" on job sites
4. Check email twice daily for job leads
5. Open job search apps and social media
45 minutes per day

250 minutes
500 text messages
400 MB data

Take Away

1. Go to the employer's website to search for credible job leads.
2. Make sure you know where your information is going, who is really looking at it?
3. Have a plan



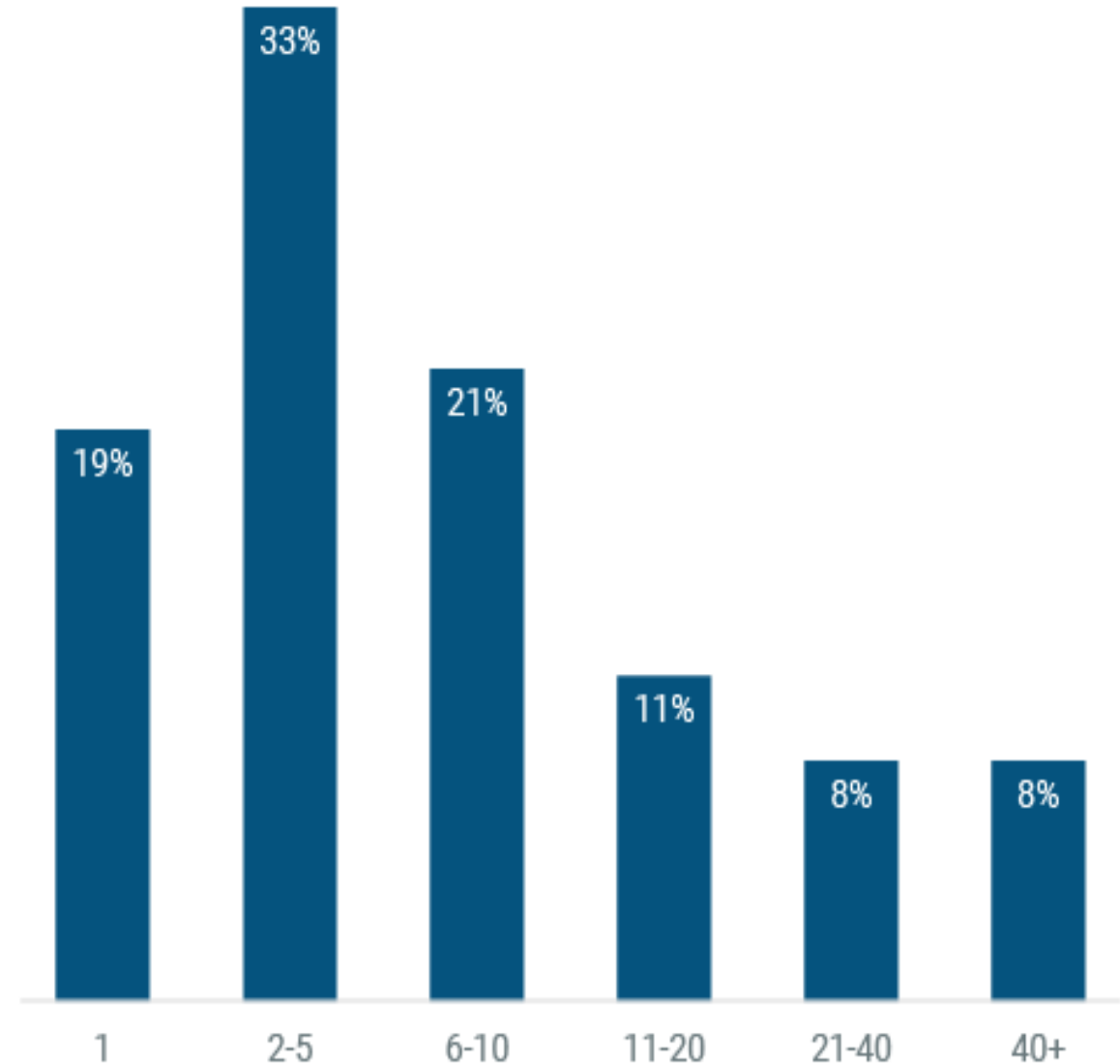


Statistics & Safety

Job Listings vs. Jobs

1. **140 Million unique visitors each month.**
2. ***"Traffic on Indeed has increased by 40% over the past year."***
3. ***"There are 25 million resumes that employers search for free."***
4. ***"Job seekers use the 4 million employer reviews to research companies."***
5. ***There are 16 million jobs on Indeed worldwide, and 8.2 added per second.***

Number of Jobs Candidates Apply For
Per Job Search



Internet and Social Media Statistics

- 48% of people reported some difficulty in managing their privacy settings on social media.
- 13 million users said they had not set or did not know about Facebook's privacy settings

Around seven out of ten Americans (69%) use social networking sites such as Facebook, Instagram, Twitter, LinkedIn, and Pinterest, as of 2018, up from 26% in 2008.

A study published Science found that lies spread six times faster than the truth

OPTION

1

55% of recruiters report reconsidering hiring applicants based on social media activities.

OPTION

2

Job recruiters reported negative reactions to: poor spelling or grammar (66%), references to illegal drugs (83%), guns (51%), and alcohol (44%) on potential employees' social media.

OPTION

3

OPTION

4

OPTION

5

Phishing and Scam Statistics

99% of the most highly targeted email addresses in the quarter didn't rank in the previous quarter

Banking Credential Phish Uses Fake Fonts to Evade Detection

1 million phishing messages sent in a single day

OPTION

1

OPTION

2

OPTION

3

OPTION

4

OPTION

5

Web-based **social engineering attacks** jumped **233%** vs. the previous quarter.

Nearly **50%** of phishing sites are using **HTTPS encryption**



NOT EVERYONE IN YOUR ORGANIZATION IS A VIP.

But anyone can be a VAP:
Very Attached Person™

And these VAPs aren't always the people you expect.

That's the start conclusion of our Protecting People report, which analyzes email attacks on Fortune Global 500 companies between July–September. We examined who's being targeted, how, and what organizations can do about it. Here are some highlights:

WHO'S BEING ATTACKED

Among the most targeted email addresses in the quarter, more than

99% didn't rank in our last report.



Someone who seems unappealing to attackers today can easily become a Very Attached Person tomorrow.

Individual contributors and lower-level management accounted for



Attacks against executives and upper-level managers rose 4 points to about a third of all attacks.

Workers in operations and production functions represent

23% of highly targeted attacks.*



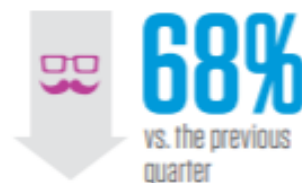
Marketing, public relations and human resources departments accounted for a larger share of these attacks vs. the previous quarter.

*malware and credential phishing

Email fraud attacks rose to

36 per targeted organization
Up 80% vs. the year-ago quarter and
4% vs. the previous quarter.

The number of spoofed identities plunged



Most companies were targeted at least once.

HOW THEY'RE BEING ATTACKED

Email-based corporate credential phishing attacks rose



4X vs. the previous quarter.

It's too early to tell whether the spike is seasonal or represents a broader shift.

Web-based social engineering attacks jumped

233% vs. the previous quarter.



These attacks tricked users into downloading malicious software or visiting malicious or compromised websites.

Banking Trojans, downloader, credential stealer and remote-access Trojan attacks rose to



94% as a share of all malware attacks

Ransomware dropped sharply.

Customer-support fraud on social media soared

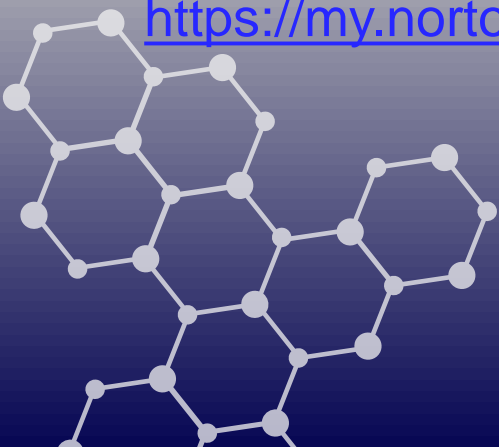
486% vs. the year-ago quarter.



These attacks, also known as "angler phishing," use fake customer-support accounts on social media to trick people looking for help.

Passwords

- **Don't** use the same one for multiple accounts, especially for accounts that can give someone access to your personal information. If a hacker can figure it out for one, then they'll have access to several accounts.
- **Replace** letters with numbers or punctuation marks in places.
"AvengersEndgame" = "@v3ng3r53ndg@m3"
- Make a strong password by using the first letter of each word in a sentence.
I am presenting at the NCHV conference in May 2019. = lapatNcim2.
- You can use one of the several password generators that are available online.
<https://my.norton.com/extspa/idsafe?path=pwd-gen>



Cell Phone Safety

Tips

1. Have a complex password

Much like computers, cell phones need to be password protected as well. Pick a password or pattern that is difficult to guess

2. Install Antivirus
3. Turn off Geotagging

1. Phones are personal. Letting other people use your phone when you're not around is like letting them have access to your diary, calendar, mail, etc.
2. Be careful browsing: Be mindful of what you're looking at around others.
3. Know what your apps know. Pay attention to any permissions apps request as you install them. If an app asks to access your location, contact list, calendar or messages or to post to your social networking services, consider if the app really needs that information to function.





Resources

Free and Low Cost Resources for your clients

GCF Learn Free

Computer Training

North Star

Technology
Assessments

Coursera

Free/Low Cost
College
Courses

AHLEI

Hospitality
Certifications

RezScore

Resume
Assistance and
Scoring

OSHA

Occupational
Safety

Google Apps

Online Digital
portfolio and
management

CPR

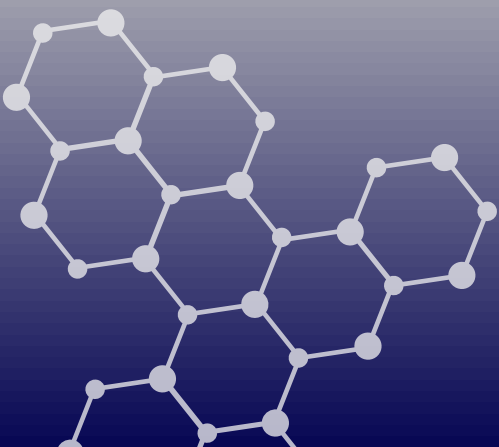
CPR, AED, First Aid
Certifications

WIN Training

Readiness to Work
Assessments

ServSafe

Food Handler
Certification





www.gcflearnfree.org

Over 125 free
online classes:

1. Microsoft
2. Everyday living
3. Workplace Skills
4. Money Basics



<https://www.digitalliteracyassessment.org>

Digital Literacy
Assessments and
Certifications:

1. Essential Computer Skills
2. Essential Software Skills
3. Using Technology in Everyday life



www.servsafe.com

National Restaurant
Certifications

1. ServSafe Food Handler
2. ServSafe Food Manager
3. ServSafe Alcohol
4. ServSafe Allergens

Descriptions



[**www.coursera.org**](http://www.coursera.org)

Online College courses
and certificates from top
colleges:

1. Technology
2. Business
3. Writing

Over 3,525 courses



[**www.ahlei.org**](http://www.ahlei.org)

1. Maintenance
2. Cook
3. Housekeeping
4. Front Desk
5. Management



[**www.wincrsystem.com**](http://www.wincrsystem.com)

1. Readiness to work
software
2. Strategic Compass:
Career match
3. Soft Skills
4. College Readiness



www.rezscore.com

Upload a resume and have it scored based on brevity, impact, depth, and keyword. Matched to career industries and skills.



www.nationalCPRfoundation.com

1. CPR/AED
2. First Aid
3. Bloodborne Pathogens
4. Healthcare Professional CPR/AED
5. HealthCare Professional BLS



www.oshatrain.org

- 10 Hour General Industry to 132 Hour OSHA Professional
1. Bloodborne pathogens
 2. Forklift Safety
 3. Housekeeping Safety

Google Apps



Google

Gmail, Docs, Drive, Calendar, Meet and more for personal, business, and more.

1. Google Docs
2. Google Translate
3. Google Maps
4. Google Duo
5. Photos
6. Keep

WHAT'S INCLUDED

Everything you need in one package.

Connect

Reach your colleagues wherever they are.



Access

Store files and find what you need instantly.



Create

Everything you need to bring your project to life.



Control

Manage users, devices, and data securely and easily.



Free and Low Cost Resources for your business

Norton Antivirus

Endpoint Virus
Protection

Survey Monkey

Online survey
writer/distributor

TechSoup

Reduced price
software for
non-profits

Grow with Google

Classes and
trainings
through Google

AVG

Antivirus
software for cell
phones

Untangle

Network firewall
& web filter
solution



www.symantec-norton.com

End Point Protection anti-virus software, Norton helps to keep your computers safe from malware.



www.avg.com

AVG is a free anti-virus program, notable for its cell phone software. AVG can be installed on the majority of smartphones.



www.surveymonkey.com

A website that gives you a platform to create quizzes and surveys. Survey Monkey allows you to create tailored surveys to collect data from your participants.



www.untangle.com

A unified firewall program that allows you to control what sites your clients can reach while keeping unauthorized users out.

Grow with Google

www.grow.google

Free resources and classes for job seekers, teachers, businesses and veterans looking to get back into the workforce.

1. IT Certifications
2. Applied Digital Skills
3. G Suite Proficiencies

techsoup

www.techsoup.org

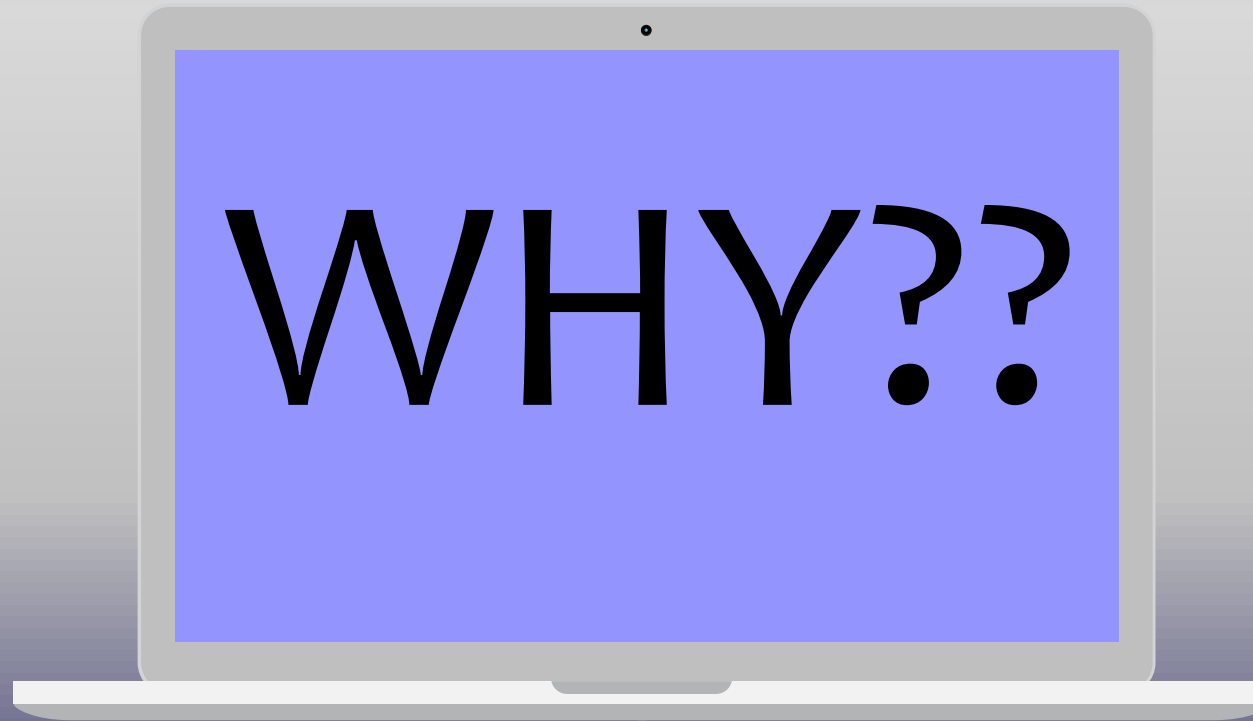
A variety of reduced price IT resources from hardware to software.

1. Adobe
2. Symantec
3. Windows
4. Microsoft



Technology Policies and Procedures

IT POLICY



Companies

Protection from:

- Data Retention
- Hardware and Software Inventory Security
- Use of technology by employees



Employees

Need to know what is expected and required of them when using company owned equipment.

Six Areas of Coverage:

1. Acceptable Use of Technology: Guidelines for the use of computers, fax machines, telephones, internet, email, and voicemail and the consequences for misuse.

2. Security: Guidelines for passwords, levels of access to the network, virus protection, confidentiality, and the usage of data.

3. Disaster Recovery: Guidelines for data recovery in the event of a disaster, and data backup methods.

4. Technology Standards: Guidelines to determine the type of software, hardware, and systems will be purchased and used at the company, including those that are prohibited (for example, instant messenger or mp3 music download software).

5. Network Set up and Documentation: Guidelines regarding how the network is configured, how to add new employees to the network, permission levels for employees, and licensing of software.

6. IT Services: Guidelines to determine how technology needs and problems will be addressed, who in the organization is responsible for employee technical support, maintenance, installation, and long-term technology planning.

More Information?

Ittoolkit: www.ittoolkit.com

Tech Republic: www.techrepublic.com

SANS: www.sans.org/security-resources/policies

Your Policy Should Include:

- **Acceptable Use** - Procedures and guidelines for use of equipment and consequences for misuse.
- **Disaster Recovery** – Backup methods and off-site storage options
- **IT Services** – How needs and problems are addressed and who is responsible for support, maintenance, installations, etc.
- **Security** – Passwords, levels of access, virus protection, updates, confidentiality and usage
- **Technology Standards**
 - Hardware, software and systems purchase, use and prohibitions
 - Network setup documentation, permissions and licensing

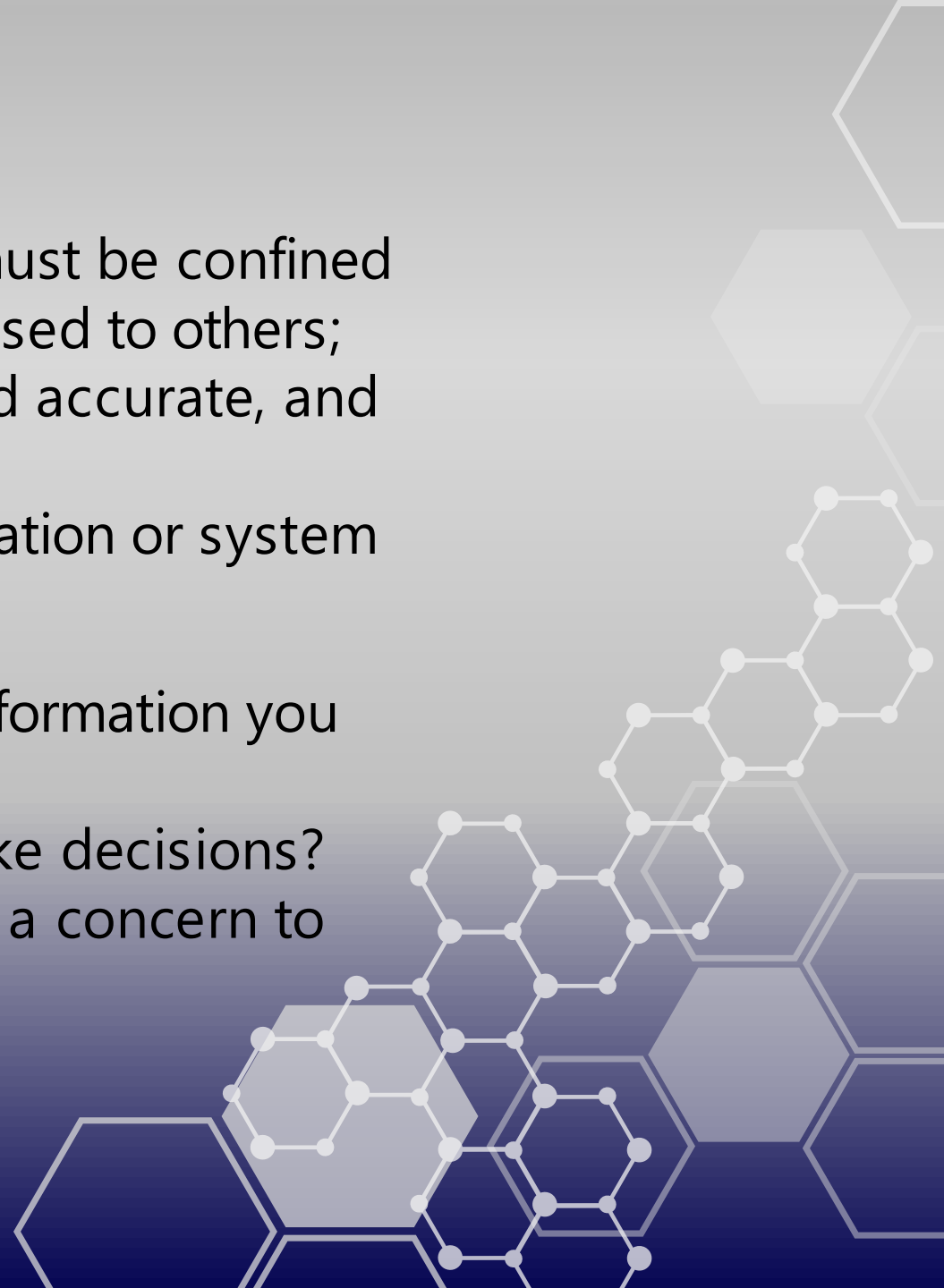
Resources - Articles

1. Key Elements of an Information Security Policy,
<https://resources.infosecinstitute.com/key-elements-information-security-policy/>
2. Building and Implementing an Information Security Policy,
<https://www.sans.org/reading-room/whitepapers/policyissues/paper/509>



Highlights

- **Confidentiality** – data and information assets must be confined to people authorized to access and not be disclosed to others;
- **Integrity** – keeping the data intact, complete and accurate, and IT systems operational;
- **Availability** – an objective indicating that information or system is at disposal of authorized users when needed.
- How would you describe the different types of information you work with?
- Which types of information do you rely on to make decisions?
- Are there any information types that are more of a concern to keep private than others?



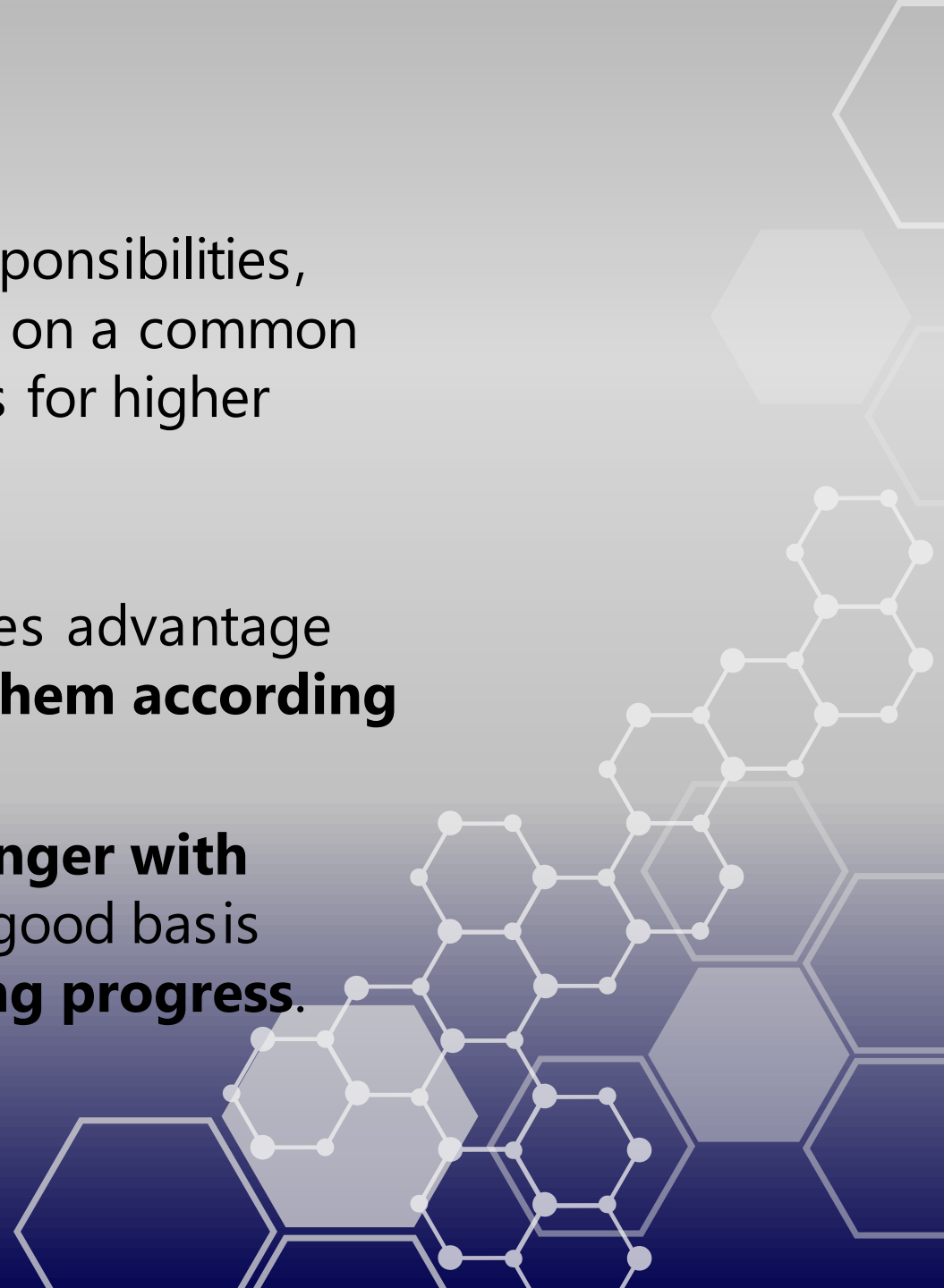
Resources – Articles Continued

3. How to Write an Information Security Policy,
<https://www.csoonline.com/article/2124114/strategic-planning-erm-how-to-write-an-information-security-policy.html>

4. An Incremental Approach to Building an Information Security Program, <https://er.educause.edu/articles/2013/4/an-incremental-approach-to-building-an-information-security-program>

Article Highlights



- **Constraints** such as tight budgets, increased responsibilities, lack of resources or incentive, and disagreement on a common approach to information security pose challenges for higher education IT organizations wanting to establish a comprehensive information security program.
- An **iterative approach** to a security program takes advantage of **regular audits** to find problems and **address them according to risk and priority** of each lapse identified.
- The IT organization's security program **gets stronger with every audit cycle**, and the approach provides a good basis for **comparing past performance and measuring progress**.



Templates, Tools, and Guides

- FCC CyberPlanner, <https://www.fcc.gov/cyberplanner>
- NIST Cybersecurity Framework, <https://www.nist.gov/cyberframework>
- SANS Security Policy Templates, <https://www.sans.org/security-resources/policies/>



- 
- 
1. Train employees in security principles
 2. Protect information, computers, and networks from cyber attacks
 3. Provide firewall security for your internet connection
 4. Create a mobile device action plan
 5. Make backup copies of data, information, and servers
 6. Secure Wi-Fi networks
 7. Limit employee access to data, information, and authority to install software
 8. Control access to computers and create user accounts for all employees

Cybersecurity Tips



Templates, Tools, and Guides

[HealthIT.gov](https://www.healthit.gov)

Laws, Regulations, Policies, and Standards for maintaining health information on site. Make sure health records are safe and understand HIIPPA.

TechTarget: Information Security Policies, Procedures, and Guidelines,
<https://searchsecurity.techtarget.com/>

1. Network Threat Detections
2. Information Security Threats
3. Technology Strategies
4. Information Security and Guidelines



Sign-In sheet with:

- ## IP Addresses:

- [illegible]



Confidentiality is the preservation of privileged information that is disclosed in a professional working relationship. Information gained about clients is confidential in terms of the law and disclosure could make you legally liable.



Confidentiality

Sample Confidentiality Policies for Information about Clients

National Council of Nonprofits

<https://www.councilofnonprofits.org/sites/default/files/documents/SAMPLE%20Confidentiality%20Agreements.pdf>

USE THE POLICIES



POLICIES & PROCEDURES



THANK YOU!

Any questions?

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