



Let's Talk About...
keeping your business safe online,
with Bree Kotomah

'Let's Talk About' is our series of videos offering practical digital skills advice to help make your life easier. In this episode, Bree Kotomah, entrepreneur and founder of her own fashion label, Boresa Kotomah, shares a few tips for keeping your business safe online.



“
Online safety
is one of those
things you never
really think about
until it's too late.
Learning about
it is definitely the
best thing you
can do.
– Bree

”



Tip 1: Set up two-step authentication

Your social media accounts can be a valuable asset for your business. Protect them from being hacked by setting up a two-step authentication process.



Tip 2: Use different passwords

Don't use the same passwords for all your accounts. And when you set your password, make sure it's not easy to guess. Choose a mix of letters, numbers and symbols – not your name!



Tip 3: Lock your phone

Make sure your phone's locked so that no one else can use it, even if you leave it lying around.



Tip 4: Back up your data

It's important to make sure your image and important files are backed up, especially when you rely on them to sell your product. You can back up to the cloud or an external hard drive, but remember to password protect the drive if you use one.



Tip 5: Use multiple platforms

If the worst happens and you get hacked or lose your data, having a presence on multiple platforms means you can stay in touch with your followers and keep them informed.



Tip 6: Find a healthy balance

Checking for updates on your social media accounts can become an obsession if you're not careful. Look after your health by taking regular breaks away from the screen. You can set restrictions to help you manage the time you spend on different apps.

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