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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