



In the HOOP

YOUR MONTHLY DOSE OF TECH
TIPS & HOOP5 NEWS

WHAT'S INSIDE?

01

A NOTE FROM MANDY

03

DID YOU KNOW?

05

SOCIAL MEDIA MARKETING

02

MEET MOUYKEANG LAY

04

MICROSOFT TEAMS TECH TIP

A note from Mandy...

Everyone - and I mean everyone - can fall victim to a hack.

It's an issue we all need to take seriously. Why?

Well, 43% of cyber hacks are aimed at small businesses. And 60% of businesses who fell prey to a hack experience a complete crash in the following six months.

And that's just for starters.

There are a lot of things you can do to avoid becoming a victim of hackers. But it all starts with understanding what those cyber attackers are after:

1. **Network data and control** - here's where ransomware takes center stage. Once it gets into your network, you'll get locked out and all user accounts become inaccessible... until you pay the ransom.
2. **Product information** - hackers aim to steal a business's IP, such as patent-pending designs, which they can then sell to the competitor.
3. **Personal information** - most hackers aim to get hold of your team's and client's

information, like social security numbers and financial data. Should that happen, it'll leave them vulnerable to further attacks.

4. **Corporate data** - here, the hackers' goal is to steal the account information of the high-ranking employees and CEOs. If that happens, it'll cause massive damage to the business's profits and reputation.
5. **Digital infrastructure** - often, their goal is to infiltrate servers and hijack them for their own purposes. Tech companies are generally the prime target for these attacks.

Now that you understand the various types of threats, you can take steps to alleviate them.

If you need help doing just that, give us a call and we'll be happy to provide you with some answers (and peace of mind).

Until then, stay safe!



Mandy Irvine, CEO
Hoop5 Networks

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meet the
HOOP5 *team*

MEET MOUYKEANG LAY

Hello guys!

I'm Mouykeang Lay, but you can call me Ada. That's what the team calls me.

I was born and raised in Cambodia. I'm the only daughter and can admit my parents spoiled me the most over my two brothers. We moved to the USA when I was 16 and I knew very minimal English.



Mouykeang Lay
Service Coordinator
- San Diego Office -

My dad decided to go back to Cambodia, so I'm here with my youngest brother. I love cooking for him, I've done so ever since we moved here.

The gym is my relax place. I can release stress and get a free hydro massage, which is my favorite. It helps a lot since I'm always working. I work 7 days a week.

I recently graduated from CSU, San Bernardino, in Cybersecurity and I'm getting married in 2 months.

Hoop5 is my first IT job ever and I can't wait to learn everything I can from the Hoop5 family.

DID YOU KNOW?

Did you know over 80% of cyberattacks in 2022 are predicted as a result of a phishing scam?

Be cyber safe and know what to keep a lookout for when opening your email:

- Be sure to read the full email address of the sender. If it looks suspicious, don't open it and report it.
- Before clicking on any links, be sure to hover over them to make sure the link looks legitimate.
- If you don't know the sender and the email includes a link or an attachment, it should be considered high-risk. Investigate further before opening it.

Don't open emails from someone you don't know or trust.

Tech Tip



Microsoft Teams

HOW TO HIGHLIGHT A SPEAKER IN MICROSOFT TEAMS

If you've ever been on a Teams call with more than one person, you've probably noticed that it can be difficult to focus on the main speaker.

Teams has two tools that can help with this, the Pin and Spotlight features.

How to Pin a participant in a Teams Meeting

(remember, this will only affect your view)

1. While in the Teams meeting, use the meeting controls in the top bar and click or tap Show Participants.
2. In the Participants pane, click or tap the three-dots icon on the top left of the participant you wish to Pin. This will open a drop-down menu.
3. From the drop-down menu, select Pin and the pinned participant becomes the focus in your view (and only your view) regardless of the speaker.
4. To unpin, repeat steps above and select Unpin.

How to Spotlight a participant in a Teams Meeting

(this will affect everyone's view)

The easiest way to do it is to right-click on the person's video itself and select Spotlight from the menu. Alternatively, you can follow the steps below.

1. Select Show participants to see a list of everyone in the meeting.
2. Find the name of the person whose video you want to highlight in the list, right-click on their name, and select Spotlight.
3. When you're ready to end the spotlight, right-click again and choose Stop spotlighting.

To Spotlight your own video on Teams, you follow the same steps above, and right-click on your name and select "Spotlight me." Right-click again and choose Stop spotlighting to exit.

Use these tips to help you get more out of our Microsoft Teams meetings!

Why You Should Enhance Your Social Media Marketing

Gone are the days when people watched a commercial on TV and decided to purchase a product. Nowadays, most people browse through the internet and conduct research, collect information, and compare the products side-by-side. This highlights the need for social media marketing to promote your business.

Here are some reasons that signify why you need to enhance your visibility on social media channels:

- You have access to numerous social media platforms and can target a wider audience compared to traditional marketing.
- These platforms equip your marketing team with tools to measure the progress of the campaigns and are highly engaging and include numerous tools to promote your content.
- You can also engage with your target audience through different methods such as stories, messages, and comments.
- They also allow you to target a specific audience, understand their needs, and upgrade the product/services based on those needs.

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