



Social Media 101

Social Media is one of the most commonly used entities in today's day and age. With 2.5 billion active social media users as of January 2016, social media is here to stay. The advantage of social media is that it can connect people regardless of location—all you need is access to some sort of technology that can connect to the internet. Social media is adapting and growing every day, with powerhouses such as Facebook, Instagram, Twitter, & Snapchat. In this article, we will briefly cover some of Facebook's changes and new features.

Facebook:

Mark Zuckerberg, the CEO of Facebook, is always paying attention and adapting to make Facebook an even better platform to compete with other social media applications. This year, Facebook reported a 17% growth of the amount of active users compared to last year's numbers, a staggering percentage that no one estimated.

Facebook Live Streaming- Facebook has introduced live video streaming, a very powerful tool that can keep more users on their platform instead of turning to periscope or other live video streaming applications. All a user has to do is simply hit the live recording button and whatever they choose to display is broadcasted instantly. This is a huge advantage for news/media outlets and companies alike, as they can live broadcast anything they want to reach their customers visually.

New "Reactions"- We've all heard the all too familiar, "Facebook needs a dislike button." Well Facebook was listening, sort of. This year, they rolled out and introduced the new Facebook reactions buttons. Instead of just simply liking a status, you can now express different emotions which will show up as different icons in your status. These reactions vary from **love, haha, wow, sad, and angry**, which can all be used on any status if you hover over the like button for a few seconds. The feedback to these reactions has been positive as it allows for people to express themselves more freely. One common problem was that liking sad statuses could be misinterpreted.

Check In's- *"Moises checked in to Chic Fil A."* No, these are not the type of check ins that we are speaking about, although social media sites such as Foursquare do provide that option. Facebook was thinking about safety and taking things more global, so they introduced Check In's. Whenever a major catastrophe occurs in any area of the world, social media sites and their users are generating a lot of traffic about that event. What happens if you know someone in that area or you are actually in the area of the incident that occurred? Sure, a text to your close family members can relieve their stress and worrying, but what about your other friends? Facebook had this in mind as they created the check in feature, which allows you to check in as safe if you are in an area where some dangerous event has occurred. Many users have reacted positively to this, as it allows them to immediately check on their loved ones through the use of social media. There have been some flaws with this feature, such as people in the United States getting notifications to check in when there were attacks in Paris, but mostly the feature has been successful. *(Guest article by WVNET staff member Moises Cardenas Moises@mail.wvnet.edu)*

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<i>Social Media 101</i>	1	Happy Belated World Password Day!	6
WVNET Instrumental in Creating	2	Be Wary of "Found" USB Flash Drives	7
Adult Continuing Education Portal:	2	Better Searches, Better Results with Google	8
WVROCKS (<i>reprinted from The Quilt</i>)	3	WVNET Moby Award Recipient May 2016	10
From the Director	3	EWVCTC Featured on AACC's Website	10
Customer Satisfaction Survey Winner	3	WVSTC 2016 Conference Update	10
Reader Feedback	4	WVHETC 2016 Speakers Announced	10

**WVNET INSTRUMENTAL IN CREATING ADULT
CONTINUING EDUCATION PORTAL: WVROCKS**

Published in The 2016 Quilt Circle

West Virginia has a proven solution to encourage adult workers to return to school and earn their college degree. In 2011, the West Virginia Network (WVNET) in Morgantown began to plan and implement a statewide portal that offers online courses for the popular Regent's Bachelor of Arts



Program (RBA), a degree program geared toward adult learners who have some college education, but have not finished their degrees. A team of WVNET's staff: Judge Dan O'Hanlon, Director, Dr. Roxann Humbert, Statewide Director for e-Learning, and Dr. Mary Stewart, Director Distance Learning and Education Services created the West Virginia Remote Online Collaborative Knowledge System, known as "WVROCKS."

Dr. Humbert spent a year researching programs and best practices in other states. She also worked with an advisory group representing the West Virginia colleges that offered the RBA degree. The advisory group included representatives from bursar's offices, registrar's offices, admissions, student billing, and academic affairs. In developing the model for the portal, the goal was to offer affordable, accessible, and accelerated upper level courses that RBA students, enrolled at any participating college or university in the state, could take online and count toward the completion of their degree.

The first WVROCKS session was launched in the fall of 2012 with three participating institutions. The initial session enrolled 55 students in five different courses. Under the direction of Humbert and Stewart, the program has grown to more than 650 enrollments in more than 40 different courses from five different colleges and universities in the state: Bluefield State College, Fairmont State University, Marshall University, Concord University, and Shepherd University. "The joy for me is to see students complete their degrees when they otherwise would not be able to do so," said Stewart.

All WVROCKS courses are offered in a compressed, eight-week format. Courses are taught by Ph.D. instructors recruited from institutions across West Virginia. The operates through the Blackboard Learn LMS software, which is hosted at WVNET.

WVROCKS demonstrates how you can do a lot with a little, making the most efficient use of resources. WVROCKS operates without a direct budget appropriation and on a staff of just two dedicated and experienced educators, as well as the handful of support staff from WVNET. This small team manages a program whose student enrollment is equivalent to a small community and technical college.

Humbert attributes WVROCKS's growth to the hard work of the leadership team, as well as the need for a centralized repository of supplemental online courses, and ongoing support from WVNET and the West Virginia Higher Education Policy Commission. beauty of this program is that students remain a student on their home campus," Humbert said. They register for classes on their home campus, they get their degree from their home campus, and they get their grades from their home campus. WVROCKS online classes are just a way to facilitate the completion of their degree."

About WVNET

WVNET is a dynamic service organization providing telecommunications and computing services within West Virginia. WVNET offers services to Higher Education, K-12, public libraries, and government agencies, The WVROCKS portal can be accessed at ilearn-wvrocks.wvnet.edu, Visit www.wvnet.edu for more information.

(Reprinted with permission from Jen Leasure at The Quilt)

FROM THE DIRECTOR



It has been a long, cold winter. I, for one, am very glad that Spring has arrived! However, with Spring comes change. This year, WVNET has watched two wonderful employees, LaVonne Doljac and James Wolff, move on to better jobs in the private sector. We will miss them and wish them well in their new careers.

WVNET usually goes a long time between employees leaving. But with the budget uncertainties and the many years between salary increases, it will be difficult to maintain that record of retention. All that, and a hiring freeze is on right now and into the foreseeable future. It makes me appreciate all of our hard-working employees, but also those who work at all of our schools keeping the technology running for their students. Thanks to you, one and all!

CUSTOMER SATISFACTION SURVEY And this month's winner is...

April showers bring May flowers, except for this year. Seems all we've seen so far in May is rain, thunderstorms, and other weather more commonly associated with April. Add in that the northern half of West Virginia is about to be invaded by the cicadas, and well it's a good month to stay indoors for the most part it seems. Maybe it's just a good month to be at work (or on vacation away from this weather and imminent cicada invasion). *Did you know that they are in fact called "cicadas" and not locusts and will only be visiting for a brief period of time, such as a month and a half...about the time the next issue of our newsletter comes out. They come above ground to mate and then go away again.*



Each month, WVNET recognizes a customer who took the time to complete our Customer Satisfaction Service Survey to tell us how we are doing. We thank everyone who takes that extra few minutes to give us advice, kudos, or criticisms that will help us improve our service.

This month we would like to congratulate our winner, Nicholas Hill, an employee at Lorrie Yeager Juvenile Services. Nicholas is one of the many public employees in West Virginia that we serve. He is normally served by the WV Office of Technology, but WVNET has an after-hours agreement with the WVOT to provide Help Desk Services to their customers in their off-peak times.

Even though this was just an unlocking of his account to allow him back into his computer services, Nicholas was pleased with his service. *"Mike was very helpful, especially for 0700 hours in the morning and resolved the problem in a very timely manner."* The Mike he was talking about was Network Operations Center employee Mike McDonald who has been with WVNET for over 3 years now.

WVNET provides this after-hours service to the WVOT, at a cost, and is able to provide service to all of their employees in this way. We treat each customer as if they are our own, and I'm proud to say the majority of customers don't realize they are speaking to WVNET when they call, rather they think they are speaking to an extension of the WVOT.

Nicholas, thank you for allowing us the opportunity to serve you. If you're a public organization, and in need of Help Desk Services, don't hesitate to reach out to me at btwiii@mail.wvnet.edu and see what we might be able to do for your group.

As always, at the end of each month, we will draw a winner, contact them by email and then send WVNET memorabilia in appreciation. Please complete our survey by looking within the incident email of any interaction that you have had with us. All comments are taken seriously and help to improve what we do on a daily basis. Thank you, Nicholas, and thanks again to all our customers who continue to shape and improve WVNET.

(Guest article by Booker Walton, III, Customer Resource Specialist, pictured.)

READER FEEDBACK

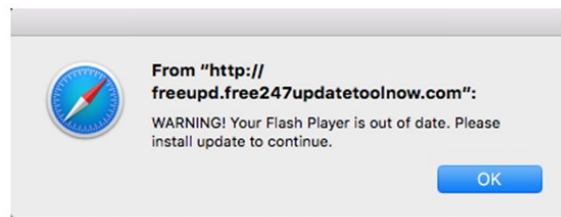
Our April 2016 article about “Typosquatting – How one mistyped letter could lead to techno – disaster” prompted a reader to ask the following questions:

Q: “How do I recognize a fake Adobe Flash Update pop-up from a real one?”

WVNET’s Randy Long, Lead System Programmer and member of the Cybersecurity Team, response:

In some cases, for Windows users, the attacker will create what appears to be a rather convincing Adobe Flash Update pop-up. However, often there are a few inconsistencies. Sometimes the links resolve back to the attacking domain and all of the links within the page—besides the link to the malware itself—resolve back to the root directory of the site, resulting in a 404 error.

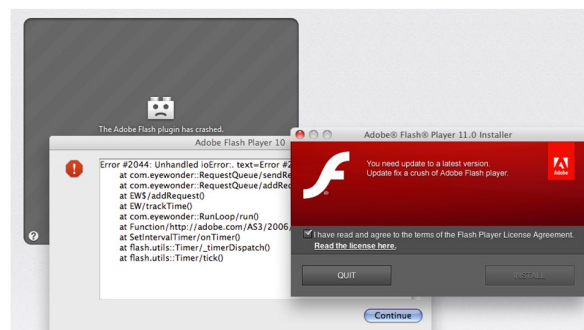
One clue for Mac users is the out of date Flash Player warning pop-ups uses unfamiliar URLs (not Adobe):



Another thing to be wary of is a request to update Flash Player to view the contents of a website. We suggest that when visiting a web page, if you are asked to install a program or item on your machine, do not trust it and quit your browser.



Sometimes malware is served from a web page that looks like a program running on your machine or an open window on your desktop. For example, several variants of the Flashback Trojan served malware from web pages made to appear like your Flash plug-ins crashed and required an update using a fake Adobe Flash installer. If you ended up on a site that was serving Flashback malware, you would have seen something similar to this:



Reader Feedback Continued...

For more information, check out the following video which offers clues to identify a fake Adobe Flash Installer and a demonstration of the bogus installer:

<https://www.youtube.com/watch?v=ejljGqafO6g>

Where to Get Trusted Adobe Updates: Because cyber criminals will frequently employ tricky tactics to make rogue software look like something you should trust, it's important to get your updates only directly from the vendor that publishes them. The safest source of updates is the Adobe website:

<https://get.adobe.com/flashplayer/otherversions/>

With a seemingly endless onslaught of security issues associated with Adobe Flash Player, we recommend vigilant maintenance. Your best defense is to keep all software up-to-date.

Q: When you say, "or know to stop using Flash Player entirely", what do you mean exactly?

When we say that some stop using Flash Player, we mean completely uninstalling Adobe Flash plugins from web browsers. If you find the regular appearance of security holes in Adobe Flash disturbing, you may wish to uninstall Adobe Flash. For instructions on how to uninstall the Flash Player, go to the Adobe website <https://www.adobe.com> and search for the instructions based upon your computer's operating system.

Browsing the web without the Adobe Flash player can be challenging. Many websites have switched to HTML5 to display content. These sites should automatically use the HTML5 video player on modern browsers, but often they don't. If you don't have Flash installed, websites will often just ask you to install it. One way around this is to pretend to be using a mobile device web browser. You can do this by changing the "user agent" for your browser. Chrome and Firefox browsers have plug-ins that will do this. In Safari you can change the user agent in the browser settings as described here:

<http://www.howtogeek.com/211961/how-to-change-safaris-user-agent-in-os-x/>

This trick won't work everywhere, but it will work on most modern websites. This isn't necessary on every website. YouTube and Netflix, for example, have both switched to HTML5 video on modern browsers and no longer require Flash or Silverlight. Some websites that normally use Flash will automatically offer HTML5 video if you uninstall it.

Update: Google Chrome is distancing itself from Flash

Google has announced that it plans to phase out support for Flash in its Chrome browser. Flash will still come bundled with Chrome but its presence will not be advertised by default. On a web site where Flash is the only option for viewing content, you will need to switch to it. While Adobe will continue to update and fix Flash, they are working with Google in an industry-wide transition to Open Web Standards, including the adoption of HTML5.

If you have questions, we have answers. Send your comments to: newslettereditor@wvnet.edu

(Guest article by WVNET staff members Steven White, Randy Long and Barbara Long)

HAPPY BELATED WORLD PASSWORD DAY!

May 5th marked the fifth annual “*World Password Day*” and the Internet and social media were full of helpful advice and reminders to change your passwords. People threw parties to commemorate the occasion, and even actress Betty White teamed up with Intel for a series of videos promoting the importance of multi-factor authentication (MFA).



According to National Day Calendar, security researcher Mark Burnett first encouraged people to have a “password day,” where they update important passwords in his 2005 book *Perfect Passwords*. Inspired by his idea, Intel Security took the initiative to declare the first Thursday in May *World Password Day* in May 2013. The *World Password Day* is meant to create awareness of the need for good password security.

You can still celebrate *World Password Day* by visiting PasswordDay.org and taking the *World Password Day* pledge, sharing a password tip on social media, changing an old password to a long strong one or by turning on multi-factor authentication for your important accounts.

We have compiled a few guidelines to follow when creating a password:

Create different passwords for each account: If you use the same credentials across multiple accounts and even just one gets compromised, this will leave your other accounts vulnerable and at risk.

Do not share your passwords: A password is a secret word or phrase by definition, and you should always apply discretion when it comes to sharing them.

Change your passwords regularly: Even if you are using a safe password it is important to change it regularly. It may take a while for you to realize when an account has been compromised, so make sure you update your passwords on a regular basis – and stick to a schedule so you don’t forget!

Don’t use personally identifiable information: Having multiple strong passwords can be hard to remember. Many users try to make remembering passwords easier by utilizing names and dates that have personal meaning. However, criminals can use publically available information and social media accounts to uncover these pieces of information and, therefore, guess passwords.

Use multi-factor authentication: While using strong passwords is a great first step, adding another layer of security with multi-factor authentication provides a greater level of protection. This means in addition to a password, a second factor, often a security code delivered to a mobile device, is needed to log in to an account.

What is multi-factor authentication (MFA)? From the PasswordDay.org site:

If you’ve ever used a fingerprint reader on your phone, you’ve used multi-factor! For example, when you download an app from an app store, it first checks you’re on a trusted device (Factor 1) and then verifies you’re you with your fingerprint (Factor 2).

If you’re on a computer, usually it’s like this: when you enter your username and password, you’ll be asked for a verification code that will be texted to your phone. Pop in that single-use code, and you’re in. Ta-da! Multi-factor authentication!

Why should I use multi-factor?

Last year, 450 million passwords were leaked from major Internet companies. Adding an extra layer to your passwords significantly decreases the risk of someone accessing your account. Think of it like a second lock on your door, or a moat surrounding a castle.

What sites and services offer multi-factor?

You can activate multi-factor in the settings for most major websites. The website twofactorauth.org has put together a comprehensive list of websites and services that offer MFA.

(Guest article by WVNET Cybersecurity Team)

BE WARY OF "FOUND" USB FLASH DRIVES



Oh hey, look, someone dropped a USB drive!

The chances are that if you find a penny and pick it up there's still an all-day possibility of good fortune. However, the same cannot be said of an abandoned flash drive. Pick one of those up and there's an all-day risk of falling prey to some form of cybercrime.

If you see a random USB drive lying around, altruism (or sheer curiosity) might motivate you to stick it into your computer, open its files, and identify the owner. Experts say this is a terrible idea, since hackers use strategically planted USB devices to gain access to computer networks. Despite this note of caution, plenty of people plug in strange USB devices anyway, according to recent studies from the University of Illinois Urbana-Champaign and CompTIA – IT Industry Trade Association.

Researchers at the University of Illinois scattered 297 USB drives around the college's grounds. CompTIA left 200 unbranded USB flash drives in busy areas in Chicago, Cleveland, San Francisco and Washington DC to see what would happen.

In both studies the flash drives contained harmless files such as fake resumes, photos and contact information for the researchers. They contained no dangerous viruses and/or various kinds of malware; but for all anyone knew, they might have.

The locations of the flash drives were electronically tracked, as was the activity on the flash drives. The University experiment concluded that 290 of the 297 (98 percent) flash drives were picked up and moved from their starting location, and 135 of them (45 percent) were plugged into a computer and at least one file was opened. The researchers counted those as *successful cyber attacks*. In the CompTIA experiment, 20 percent were classified as such.

Some participants emailed a contact they found on the flash drives, opened files, ran programs and clicked on internet links. Each one of these events mimicked a very real cyber attack and, alarmingly, not all of the activity took place on their own computers. When plugged into a work computer, a cyber attack is magnified several times over. Cyber criminals can and will see everything conducted on the computer, meaning they will have access to all files, contacts, applicant-tracking systems, social security numbers, credit card numbers, addresses, and criminal reports just to name a few!

Sadly, cyber security is not just limited to flash or thumb drives. Cyber criminals hand out free music CDs on street corners that contain ransomware or malware, they write codes that log into millions of email accounts, they send spam emails with invisible attachments that gain access to computers, etc.

While it might be tempting to be a good computer Samaritan, don't open any files on a USB drive that isn't yours. If you discover a "lost" USB drive, give it to your IT department. They can safely find an owner on an unconnected device or properly dispose of it.

(Guest article by WVNET staff members Steven White, Randy Long and Barbara Long)

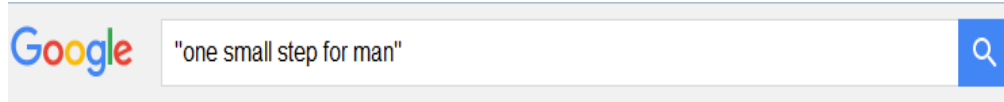
BETTER SEARCHES, BETTER RESULTS
...with Google

Here are some tips that will change the way you search with Google.

Google is a tool, and like any tool, knowing the ins and outs can help you use it to its full potential.

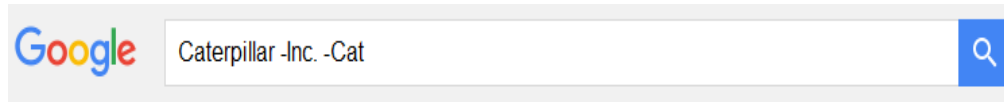
“ ” Use quotes to search for an exact phrase

Using quotation marks around a phrase will return only those exact words in that order. It's one of the best ways to limit the pages returned. Example: "one small step for man."



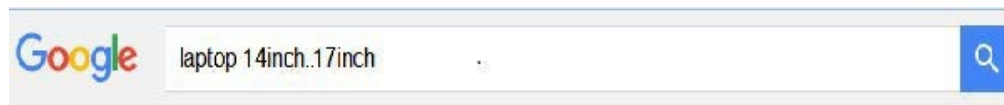
- Use the minus operator (-) to narrow the search

How many times have you searched for a term and had the Google search engine return something totally unexpected? Terms with multiple meanings can return a lot of unwanted results. The rarely used but powerful minus operator, equivalent to a Boolean NOT, can remove many unwanted results. For example, when searching for the insect **caterpillar**, references to the company Caterpillar, Inc. will also be returned. Use **Caterpillar -Inc -Cat** to exclude references to the company.

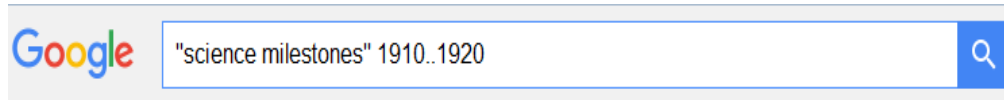


.. Numerical ranges

This is a rarely used but highly useful tip. Let's say you want to find results that contain a range of numbers, for example laptops with screen sizes between 14 and 17 inches. Use two periods to search in a range:



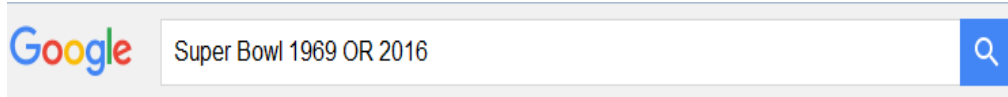
You can combine the numerical range modifier with an exact phrase. For example, if you were searching for scientific milestones that occurred between 1910 and 1920, you would enter the following:



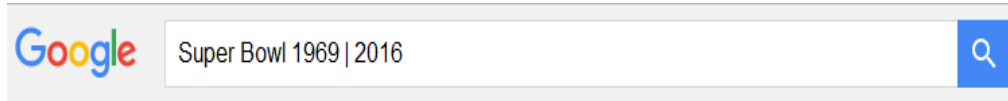
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Either Or Search

By default, when you conduct a search, Google will include all the terms specified in the search. This means that Google will look for either the first word or the second word or both. If you're looking for one thing or another, then you can use the OR operator. (Note: It's important that you use all caps, or Google will ignore your request.) To find all sites containing Super Bowl 1969 or 2016, enter **Super Bowl 1969 OR 2016**

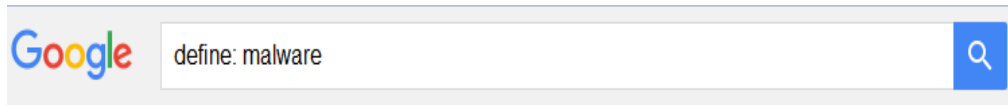


You can also substitute the | (pipe symbol) for OR, so **Super Bowl 1969 | 2016** searches for the same thing.



define: Find Meanings

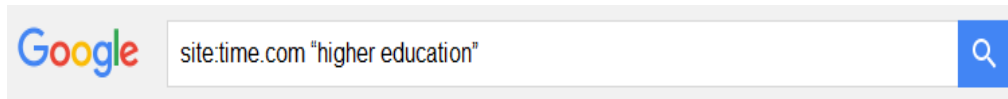
If you need to quickly look up the definition of a word or phrase, simply use the *define:* command.



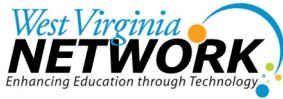
Search a Single Website

Maybe you know the website of an article you want to find, but cannot find it. You can narrow your search to just that specific website. Just enter your search term and add "site:yoursite.com" to the search. This will only return results from the site you specify.

For example, to narrow your search for "higher education" related articles on the Time magazine website, you would enter: **site:Time.com "higher education"**



(Guest article submitted by WVNET staff members Randy Long and Barbara Long)



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Chris Freeman this month's recipient of "Moby Award..."

We're proud to announce that WVNET staff member Chris Freeman is the May 2016 recipient of the "Moby Award" for "Doing a Whale of a Job" whether it be running cabling here or there, assisting a customer with a telecommunications problem, hanging a picture, moving office furniture, no matter what...Chris is always there at the ready to cheerfully assist. Congratulations and thank you, Chris! (Guest article by WVNET staff member Fran Barnes)

Ron Hamilton, EWVCTC CIO, reports Eastern West Virginia Community & Technical College is proud to be featured on the opening webpage of the American Association of Community Colleges. The photograph of the college was taken by a drone and shows a lovely view of the college location. The link to the AACC webpage follows: <http://www.aacc.nche.edu/Pages/default.aspx>



**WV STATEWIDE TECHNOLOGY CONFERENCE
 2016**



West Virginia Statewide Technology Conference 2016 (WVSTC 2016) will be held July 19-21, 2016, at The Waterfront Place Hotel and Morgantown Event Center in Morgantown, WV. Both attendees and exhibitors may register online now. At one point in time technology imposed barriers to education, but now with expanded access and affordability, the tide has turned, and technology is actually breaking down the barriers to education. **The Call for Proposals deadline has been extended to May 15, 2016.**

Proposals will be approved by the end of May with sessions being posted to conference webpages early in June. Opening session keynote speaker will be Kelly Reddin, Global Master Trainer, Lego Education, who will speak on "Engaged: Hands + Brain = Creativity + Learning." Closing session keynote speaker will be Apple, Inc. Offering 13 one-half day pre-conference workshops which are filling up quickly, 120+ concurrent sessions, and 70+ exhibitors, you'll want to register now. Explore the WVSTC 2016 website here: wvstc.com

(Guest article by WVNET staff member Fran Barnes)

**WV HIGHER EDUCATION TECHNOLOGY
 CONFERENCE 2016**



West Virginia Higher Education Technology Conference 2016 (WVHETC 2016) will be held September 26-27, 2016, at The Waterfront Place Hotel in Morgantown, WV. The conference theme is "Transform Technology: Share, Educate & Secure."

Exhibitor registration is now open with attendee registration opening early in August. Opening session keynote speaker will be Nicholas Bowman, Ph.D., Associate Professor, WVU. Closing session keynote speaker will be Karen Rhodes, SLED Chief Technologist, Hewlett Packard Enterprise, who will speak on "Curiosity—The Most Important Skill in Technology For the Future." We look forward to building a fantastic program that will offer a broad spectrum of topics pertaining to technology.

(Guest article by WVNET staff member Fran Barnes)