Responsive Technology Partners

CELEBRITY AND ENTERTAINMENT CYBER CRIME

Celebrity scams and cybercrime related to the entertainment industry are on the rise. One of the most common celebrity scams includes impersonation. "Impostor scams were the No. 1 fraud complaint last year to the Federal Trade Commission (FTC), with just under a half-million reports; more than 1 in 5 targets lost money. Total losses were nearly $1.2 billion; the median loss was $850." (AARP). However, there are many different cyber scams related to the entertainment industry. Here are some celebrity and entertainment cybercrimes to look out for and tips and tricks on how to avoid compromising your information.

CELEBRITY SCAMS:

1 Endorsement scams

Celebrity endorsements can be very helpful for a brand or business. Therefore, there is a lot of incentive to faking a celebrity endorsement if one can't receive a real one. Celebrity endorsement scams include cyber criminals faking a partnership with a celebrity to get people to click on links, visit websites, and input sensitive information. Research any account or website to ensure legitimacy before visiting any links or inputting any information. If the celebrity has not mentioned the endorsement, don't purchase the product.

2 Social Media Scams

Some impersonators like to ask for money. Always verify whether an account is the celebrity that they say they are. Chances are, they're not. If the account is asking for money, that is always a red flag. Check follower counts and verification check marks to make sure the account is fraudulent. Then, report the account.

3 Deepfakes

Artificial intelligence has lent way for new technologies to benefit society as well as new technologies to endanger society. AI audio or video, also referred to as a deepfake, is another method of impersonation that is harder to recognize. Deepfakes include AI creating a fake audio or video of a celebrity to convince people that it is the celebrity in the audio or video clip. Check for incongruencies in video and audio quality and think critically about whether the piece of media is legitimate.

ENTERTAINMENT SCAMS:

1 **Click-baiting**

Click baiting is another technique used by cyber criminals to trick unsuspecting internet users into clicking on malicious links and or being misinformed on a subject. Oftentimes the header or title is something shocking, intriguing the user to click on the link. Always look at the sender, links, attachments and messaging to determine validity. If anything is suspicious, don't open the links or attachments.

2 **Content**

Any platform you use is vulnerable to cyber-attack. Cyber criminals have been known to use any entertainment content possible to trick consumers of media into a scam or cyber-attack. Phishing messages can occur on almost any platform. Be wary of online contests, streaming events, and any other online space that could be used to implement cyber-attacks.

3 **Apps**

Cyber criminals have also been making fraudulent applications and putting them up for purchase in the app store. They are imitations of other popular apps most of the time. In order to avoid this type of cyber-attack, check the reviews and the source of the application before downloading. This way, apps will be identified as fraudulent before the software infiltrates your device.

CREATE AN EXPERIENCE YOUR CUSTOMERS WON'T FORGET

Businesses that create an exceptional customer experience will always hold a position within their industry. This is especially noticeable with companies like Apple or Disney. Around 58 million people travel to Orlando annually to visit Walt Disney World, and many who visit annually cite the customer experience as their primary reason for returning. Apple consistently goes above and beyond to help its customers with whatever they need, and because of this, it's rare to walk by an Apple Store that isn't full of customers.

So, how can you create a similar following for your business? It starts with creating a phenomenal customer experience for everyone walking through your doors. Here's how to do so.

Roanoke Cyber Summit 2023

DON'T FEED

THE HACKERS!

What: Cyber Summit 2023 by Responsive Technology Partners

When: Thursday August 10th, 2023, 11:30am-4pm

Where: The Salem Civic Center
1001 Roanoke Blvd
Roanoke, VA 24153

Join us in Parlor Room A

Offer: Receive a FREE Vulnerability Assessment valued at $2,500 for attending

Admission: $50. All proceeds from this event to benefit The Rescue Mission of Roanoke

Help us Feed the Hungry, Not the Hackers!

Join our cyber security educational event featuring the FBI, BlackPoint Cyber, BorderHawk, Pax8 & more. Learn from experts on cybersecurity and risk management best practices. All proceeds benefit The Rescue Mission of Roanoke.

Learn More: 👉

Register Now: 👉

Benefitting:

THE RESCUE MISSION OF ROANOKE
SINCE 1948

In-person or virtual attendance options available; scan QR to register or for more info!

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www.responsivetechnologypartners.com/cybersummitroanoke/

The SECRET to Hiring the RIGHT Employees for YOUR Business

Hiring can be one of the most stressful situations a business leader can experience. Who you hire plays a role in every aspect of your business's success, from customer satisfaction to profitability.

> This leaves many wondering how to ensure they hire the right people.

Begin by carefully analyzing the potential hire's résumé and cover letter. Ensure their skills and experience are a good fit for the position while checking for grammar and spelling errors. When you bring them in for the interview, ask questions about how they handled difficult situations in the past and don't be afraid to role-play. From there, you should have them take a skills test or participate in an exercise, if applicable, to ensure they can do the job well. If everything goes well, and you think they're a good fit for the position, call their references and run a background check. Performing these steps will help ensure you hire the right person for your open position.

▷ Ensure you and your team are knowledgeable about the products and services offered. You should never have to say, "Give me one second while I find out."

▷ Give your customer-facing employees the power and tools to rectify customer problems.

▷ Find ways to amaze your customers. Even something as simple as providing a discount on your customers' birthdays can make them loyal for life.

Responsive Technology Partners, Inc. is Book Sponsor of Faith Christian School's Roanoke Valley Leadership Series

Roanoke, VA, May 9, 2023—Faith Christian School held its Roanoke Valley Leadership Series this morning at the historic Hotel Roanoke Crystal Ballroom.

The Roanoke Valley Leadership Series exists to provide a first-class leadership enrichment opportunity for Roanoke area leaders including chief-level executives, religious leaders, and community influencers. The conference has been held annually for the past seven years, featuring speakers that have lived and demonstrated service leadership. This year's keynote speaker, Dee Ann Turner, was Vice President, Talent and Vice President, Sustainability. Dee Ann's book, Bet on Talent, was featured and she shared remarks with the group on the topic "Selecting Talent" and creating culture.

As the book sponsor for the conference, Responsive Technology Partners provided a copy of Dee Ann's book to all attendees. Jeff Lunsford, COO of Responsive Technology Partners, shared comments with the audience regarding the firm's adoption of key principles in the book.

"After our executive team had a workshop based on the book, we decided to "Select Talent" instead of "hiring employees," said Lunsford. "Crafting and asking behavior-based questions has enabled us to understand the character of a candidate much earlier in the process. We are looking for talent that can be humble and demonstrate the skills and knowledge required for a job profile."

Lunsford's favorite quote from Bet on Talent: "Your culture is the sum total of the character of individuals in your organization."

Responsive Technology Partners provides superior IT support services throughout Florida, Georgia, North Carolina, and Virginia, as well as across the U.S. Our service offerings include IT support, cybersecurity and compliance, telephony, cloud services, restaurant and hospitality cloud-based point of sale implementation and management, access control & camera systems, and cabling. Simply put our company's mission is "to provide world-class customer service through industry leading IT solutions that make every customer feel as if they are our only customer."