

Social media must toughen security, but...

PDF for Print Can Sometimes Be Too Secure

Twitter, Facebook Risks

While techno-hipsters were tweeting each other and swooning over Facebook stars at SXSW Interactive in Austin, network security geeks at the RSA conference in San Francisco were fretting over security risks that the use of social media, such as Twitter and Facebook, pose to the business world.

Security Alert

Never heard of either event? No matter. Point is, Facebook, Twitter and the like are rampant in the workplace, and today's wired world is here to stay.

So are the security threats from "friends" you've never met and "followers" you've never seen. Many are not what they seem, and some have malicious ulterior motives.

What to Trust

Your customers and partners know this well. We've all grown used to ignoring suspicious email, text messages and friend requests.

Fact is, there is only one communication medium that is fully trusted and fully safe: print.

PDF Password Woes

There is one area where security can be a hindrance: The PDF files that you send to Copresco for print.

Stop the Presses

Occasionally we get a password-protected PDF that prevents us from imposing the file properly. We can't shift images, make color corrections or do any required last-minute editing changes.

Your Gain, Our Pain

Passwords can restrict end users from copying sections of the PDF, printing and editing its contents or even opening the file.

While this may be beneficial for publicly circulated documents, it's a royal pain for Copresco that results in lost time and delays in producing your jobs.

How Do You Know?

To determine the security status of a PDF, open one on your desktop and choose File → Document Properties → Security. Each item shown should be "Allowed."

Odds are, there's no security listing. That's why you were able to open the file in the first place. You'll see a list of the Document Restrictions Allowed (Printing and Changing the Document, for example).

When to Call

If any "Security" method or option is active, you need to contact the PDF originator for the password to open and edit the document. Then, give the password to Copresco so that we can quickly turn around your job.

Good Practices

If you forget a password, it cannot be recovered from the document. It's

always a good idea to store passwords in another secure location in case you forget them.

Also, be sure to keep a backup copy of the document that is not password-protected.

Make a Spare

Actually, making two PDFs of the same document is a sound practice.

You can create one security-protected, lower-resolution copy for easier website posting and for your files.

Send Copresco a high-resolution, press-quality version with all fonts embedded for our digital printing production.

Final Thoughts

Watch out for dubious emails, tweets and text transmissions from unwelcome sources—and put your trust in the printed word.

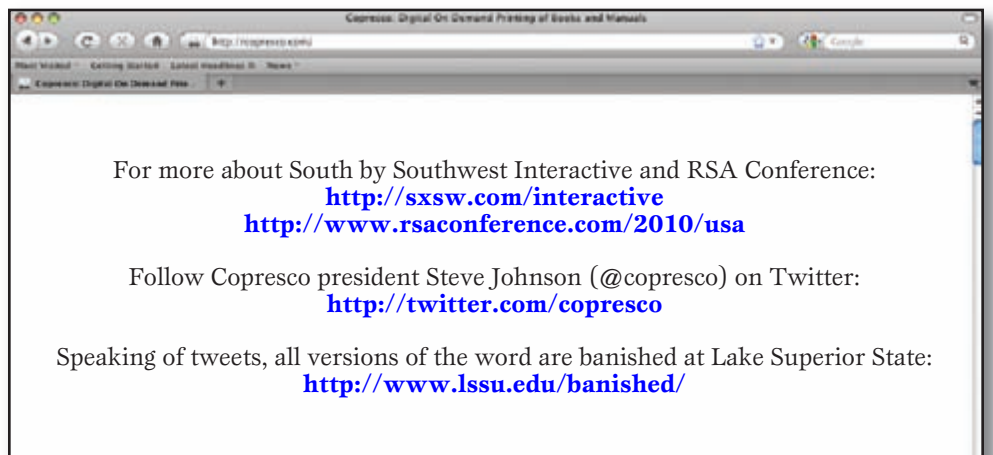
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For more about South by Southwest Interactive and RSA Conference:
<http://sxsw.com/interactive>
<http://www.rsaconference.com/2010/usa>

Follow Copresco president Steve Johnson (@copresco) on Twitter:
<http://twitter.com/copresco>

Speaking of tweets, all versions of the word are banished at Lake Superior State:
<http://www.lssu.edu/banished/>



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Address Correction Requested

An old man was walking with a younger friend when suddenly they saw a frog hop out onto the sidewalk. "Kiss me," croaked the frog, "and I'll turn into a beautiful princess!" The old man picked up the frog, looked at it thoughtfully, then put it in his pocket. "What are you doing?" the younger man asked. "Aren't



you going to kiss it?" "Nah," the old gentleman explained, "At my age, I'd rather have a talking frog."



"You'll save enough on your grocery bills to pay the cost of this freezer," the salesman said enthusiastically. "Oh yes, I can see that," replied the customer, "But we're paying for our car on the gas we save, and paying for a washing machine on the savings from the laundromat, and we're paying for the house with the rent we're saving, We just can't afford to save any more right now."



A local tailor was robbed at gunpoint recently. Police are looking for a man described as 5'11" tall, 180 lbs., dark hair, with a 16" neck, size 42 jacket, 36" waist, 34" inseam...

According to legend, Chicago was started by a bunch of New Yorkers who said, "Gee, I'm enjoying the crime and poverty, but it just isn't cold enough."



How many teenagers does it take to change a light bulb? Just one—but you have to ask fifteen times.



"I don't know what to do," one dog said to another. "I'm in great physical shape, but I'm constantly anxious." "Why don't you see a psychiatrist?" the other asked. "How can I?" responded the first. "I'm not allowed on the couch."



According to statisticians, when you have one foot in the oven and one foot in an ice bucket, on average you should be perfectly comfortable.



Paddy Murphy arrived at Boston's Logan Airport and wandered about the terminal with tears streaming down his cheeks. A Texan asked him if he was homesick. "No," replied the Irishman.



"It's worse. I've lost all me luggage." "That's terrible, how did that happen?" "The cork fell out of me bottle," Paddy said.

If it were not for the doers, critics would be out of work.



A woman was giving instructions to her remodeler. "I want to completely redo my bathroom in Early American." "Whatever you say," he responded. "Just tell me how far from the house you want me to put it."



Imagination: Intelligence at play.



Many scientists claim man's kinship with the apes. You'll notice, though, that no such claim has ever been made by the apes.



My parents were so poor they got married for the rice.





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