# Passportal Site Blog 1

NOTE: This blog is written for you to post to your own website blog. To avoid the potential confusion of multiple MSPs presenting this as original content of their own, we’ve written an introduction which you can customize, that sets up the series and make it clear that someone could find the same blog online and not think it’s plagiarized.

All content is meant to be copied and pasted. All items in BLUE, or highlighted in blue, are for your reference only. Any items highlighted in yellow, you’ll need to customize. Feel free to tweak any of the following provided material to fit better with your business goals.

[INTRO]

[I/We] have been thinking a lot about client security lately. When [I/we] came across this blog series about passwords, [I/we] knew we had to share it with all [my/our] clients. It’s all too easy to think passwords are a nuisance—when really they’re essential to keeping your data and your business safe.

[ALTERNATE HEADLINES]

Strong security starts with strong passwords

How strong are your passwords?

The best password is a unique password

[BLOG COPY]

If you use the same password for multiple systems—online shopping, email, your company’s cloud bookkeeping solution, etc.—you’re not alone. Even Facebook founder Mark Zuckerburg did that. And in 2016 his LinkedIn credentials were compromised in a major breach. That gave hackers access to his Twitter account, too, because the passwords were the same.

The fact is, with just one user password, hackers can often break into multiple applications and systems. Your whole business can very quickly be put at risk. That’s why a good security practice is to have a different, strong password for every account. A breach will be isolated to that account, and the fallout will be much smaller and easier to manage.

**Be extra protective of your sensitive accounts**

When it comes to ultra-sensitive accounts like company servers or your banking apps, make extra sure the password you use isn’t one you’ve used anywhere else. Banks usually have strong security measures, but even those won’t protect you if someone tries a password you’ve used somewhere else and it works. The consquences could be disastrous.

Email is another big one to safeguard—work and personal. If someone gets into your email, the potential for damage goes up exponentially. They can send out phishing, ransomware, or other malicious attacks to any or all of your contacts, and they’ll seem legitimate because they’ve come directly from you.

**Be unique *and* strong**

Of course, in addition to being unique, your passwords have to be strong, too. At a minimum, that means making each one *long*. Pick one with at least eight characters, but the longer the better. If you can use phrases of multiple words instead of a single word, that’s even better still. (And for goodness’ sake, don’t use “password”.)

So why don’t more people use unique, strong passwords for every account? Usually because they feel like it’s too much work. If you have dozens or hundreds of accounts, having a different password for each one might seem like a royal pain. And long, complex passwords are definitely hard if not impossible to remember. Fortunately, there are solutions to help manage passwords for you so your brain (or an insecure notebook or spreadsheet) doesn’t have to do all the work. Having the right tools is just as important as having the right practices in place.

[MSP CUSTOMIZED WRAP-UP]

If you’d like to learn more about how to manage your passwords, let us know. And watch for our next blog on how you can add extra security by changing your passwords periodically.

# Email for Blog 1

[SUBJECT LINE OPTIONS:]

Our top tip for safe passwords

Keep your accounts safe with our most important password tip

Why all passwords should be unique

[ALTERNATE HEADLINES]

The one password rule you should never break

Are all your accounts secured with unique passwords? They should be.

Unique passwords are your best defence

[EMAIL COPY]

You know it’s important to have strong, complex passwords to keep your accounts and data safe, but password strength is only one piece of the puzzle. Even the strongest password may not protect you if you use the same one for everything from booking restaurant reservations to dealing with your business finances.

In our new blog, we explain why choosing a unique password for every account is the most important thing you can do to help keep your accounts safe.

[LINK THIS TO THE BLOG – hyperlink the section in yellow.]

Read our blog post.

# Social Media Posts for Blog 1

[FACEBOOK/LINKEDIN]

**Our top tip for choosing a password**

Passwords are an important part of how you protect your business and personal information. But with lots of (sometimes confusing) advice out there about how to build the best passwords, how can you be sure your passwords are truly safe? Follow our top recommendation that keeps it simple— and effective.

[TWITTER]

You depend on your passwords to keep your information and systems safe. But how strong are they really? Find out how to make yours as strong as they can be. [Insert blog URL]