

Managing & Protecting Your Digital Assets

Presented by Amanda Robinson

Domains

Domain names are one of the most valuable assets a nonprofit can own.

Consideration 1:

Ownership

Consideration 2:

.com and/or .ca

Consideration 3:

Auto Renewals

Ownership

Just because you pay the domain name bill, doesn't mean you own it.



How to determine if you own your domain

- 1. First consider how you pay for your domain?**
- 2. Go to Whois Lookup**

Whois

Whois Record for LanarkLibrary.com



— Domain Profile

Registrant Org	Lanark Highlands Public Library
Registrant Country	ca
Registrar	GoDaddy.com, LLC IANA ID: 146 URL: http://www.godaddy.com Whois Server: whois.godaddy.com abuse@godaddy.com (p) 14806242505
Registrar Status	clientDeleteProhibited, clientRenewProhibited, clientTransferProhibited, clientUpdateProhibited
Dates	110 days old Created on 2019-06-14 Expires on 2021-06-14 Updated on 2019-06-14 
Name Servers	NS15.DOMAINCONTROL.COM (has 51,376,996 domains) NS16.DOMAINCONTROL.COM (has 51,376,996 domains) 
Tech Contact	—

Whois

Whois Record for LanarkLibrary.ca

— Domain Profile

Registrant	Redacted for Privacy Purposes
Registrant Org	Redacted for Privacy Purposes
Registrant Country	Redacted for Privacy Purposes
Registrar	SIBERNAME INTERNET AND SOFTWARE TECHNOLOGIES INC. IANA ID: — URL: http://www.sibername.com Whois Server: whois.ca.fury.ca
Registrar Status	clientTransferProhibited
Dates	3,814 days old Created on 2009-04-14 Expires on 2020-04-13 Updated on 2019-08-22 
Name Servers	NS1.WHC.CA (has 50,350 domains) NS2.WHC.CA (has 50,350 domains) NS3.WHC.CA (has 50,350 domains) 
Tech Contact	Redacted for Privacy Purposes Redacted for Privacy Purposes, Redacted for Privacy Purposes, Redacted for Privacy Purposes, Redacted for Privacy Purposes, Redacted for Privacy Purposes (p) x (f) x

Why would someone else own your domain?

1. Web Hosting company trying to be helpful
2. Host Hijacking

Important Note

Always keep the details about your domain name registration account. You should know who your domain is registered with and the username and password for your domain name registration account.

.com vs .ca

Should you own both your .ca and
.com?

YES!

Somewhere Library



Search our: catalog website

Search

- HOME
- OWWL
- CALENDAR
- KIDS & TEENS
- ABOUT
- RESOURCES
- FRIENDS

What we're reading



Silent Book Club

At Silent Book Club, there's no assigned reading, no homework, no need to sound smart, just quality time with fellow book lovers. Put down your phone, pick up a book, and join us for Introvert Happy Hour!

Simple. Sweet. Reading.

Timeline:
 6:00-6:30pm - Arrive, drink, chat (or not. ☺)
 6:30-7:30pm - Quiet reading hour
 7:30-8:00pm - Optional socializing

Pornhub

Search...



- HOME
- VIDEOS ▾
- CATEGORIES ▾
- LIVE SEX
- PREMIUM HD

Amateur of the Month contest has arrived! Every month we name an amateur that wins \$1000 title. [Read more on our blog.](#)

PORN VIDEOS BEING WATCHED



Auto-renewal

Always have your domain name set to “Auto-Renew”. If budget isn’t an issue and you don’t think your library name will change, renewing for the maximum 10 years is the best choice

Email Management

Consideration 1:

IMAP vs POP3

Consideration 2:

Autoforward vs Email

Consideration 3:

Vendor Logins

IMAP vs POP3

IMAP: email messages remain on the server

POP3: email messages are downloaded onto a local drive

AUTOFORWARDING

Example: `board@yourlibrary.ca`

Why Auto Forward?

To reduce the chances of being targeted by hackers

GENERIC EMAILS

When to use:

- For vendor logins
- Senior positions that access government logins or positions that change frequently

Exception: info@yourlibrary.ca

Protect Your Logo

Always have a copy of your
source files

Things to consider in your design:

- Where will you be using your logo – Hint: assume everywhere!
- One-colour readability
- Fonts with a number of treatment options
- Maximum four colour design
- Designed using CMYK colour system
- Ask designer to use Pantone colours

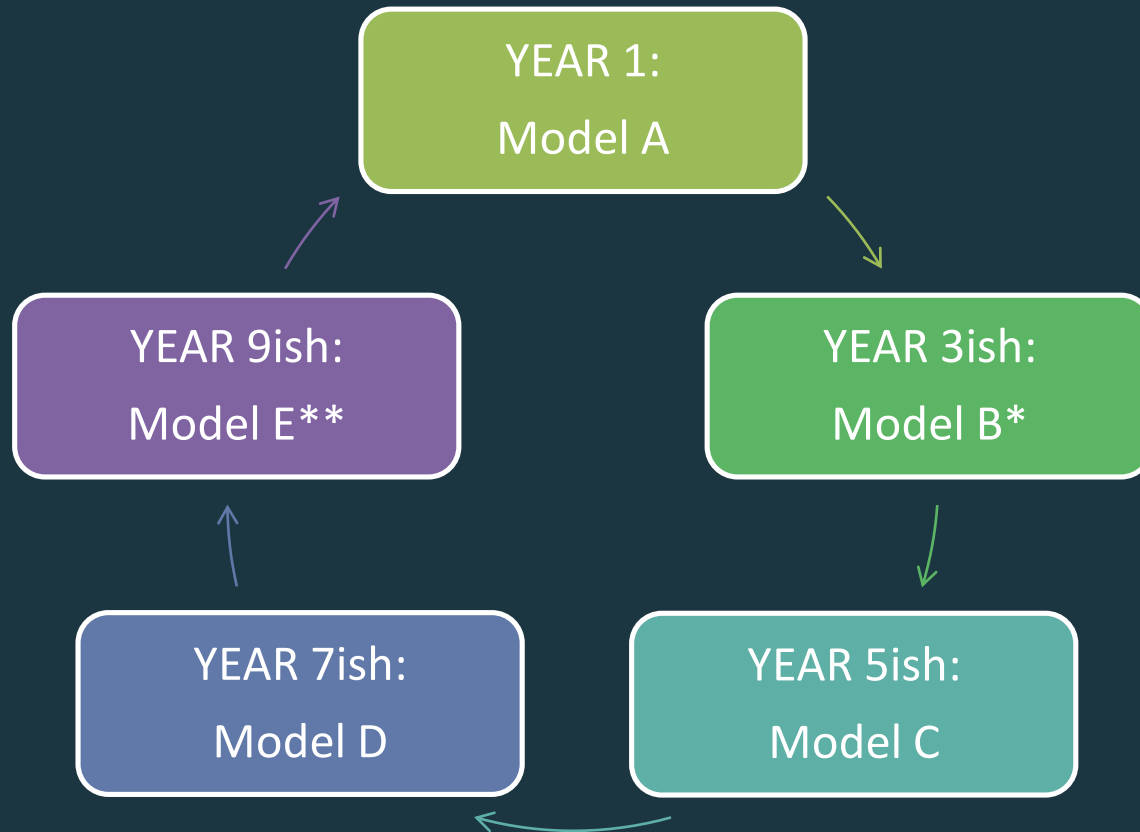
Your source files SHOULD include:

- All working files (.ai, .psd, .eps, etc)
- All font names and styles used in the logo
- Exact Pantone Colours

MFP Lease/Purchase

Timing is everything!

Life Cycle of a MFP:



- Parts for Model A are guaranteed for 7 years at this point
- Parts for Model A are no longer guaranteed

Considerations:

- Understand your needs
- Look at all aspects of pricing
- Pay attention to the fine print

One manufacturer that should always be considered:
Konica Minolta

THANK
YOU

Prepared by Amanda Robinson