



# Navigating the IT Maze

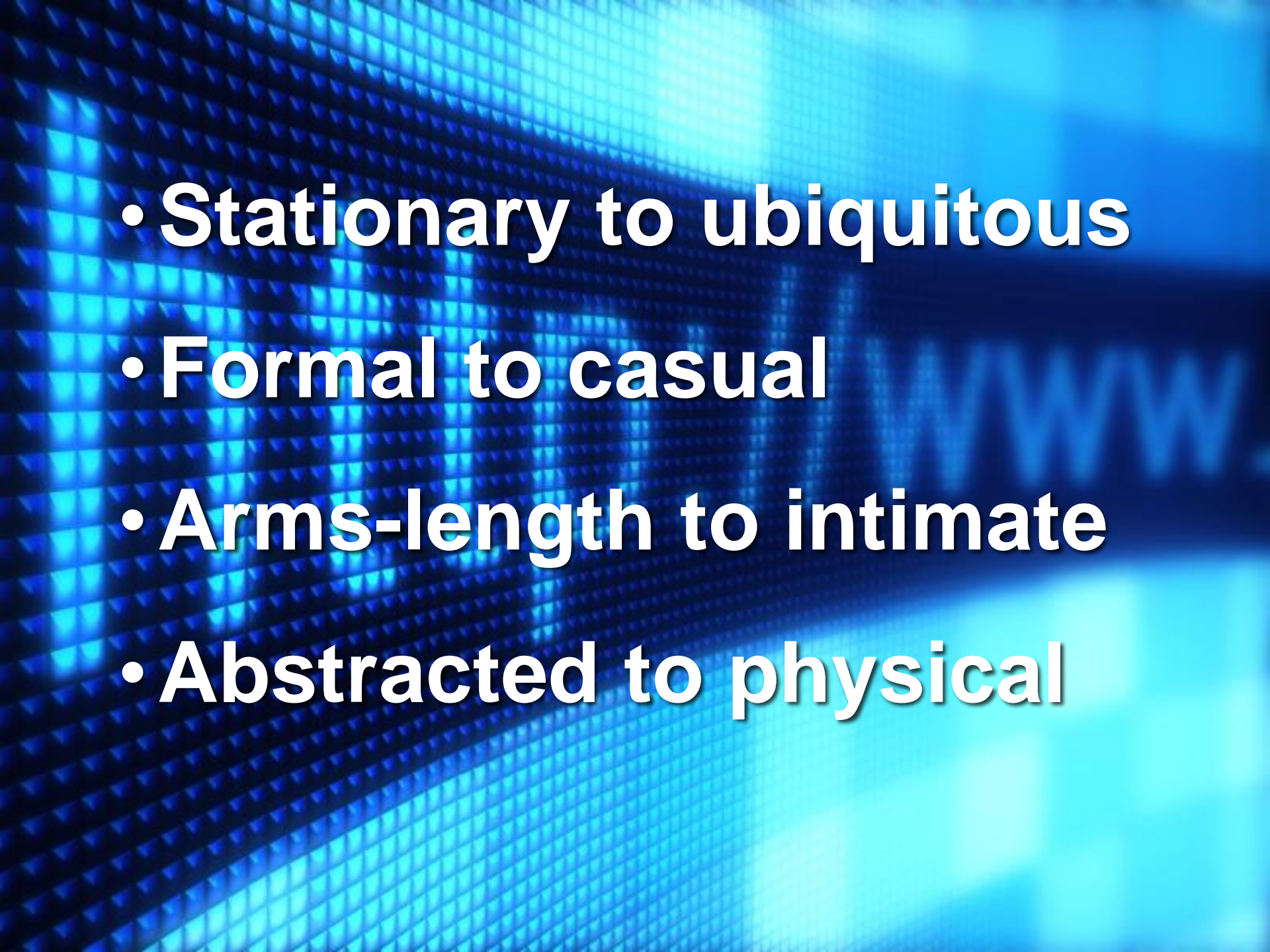
**@jasonjordan**  
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The PC is dead!



The Network is the Computer



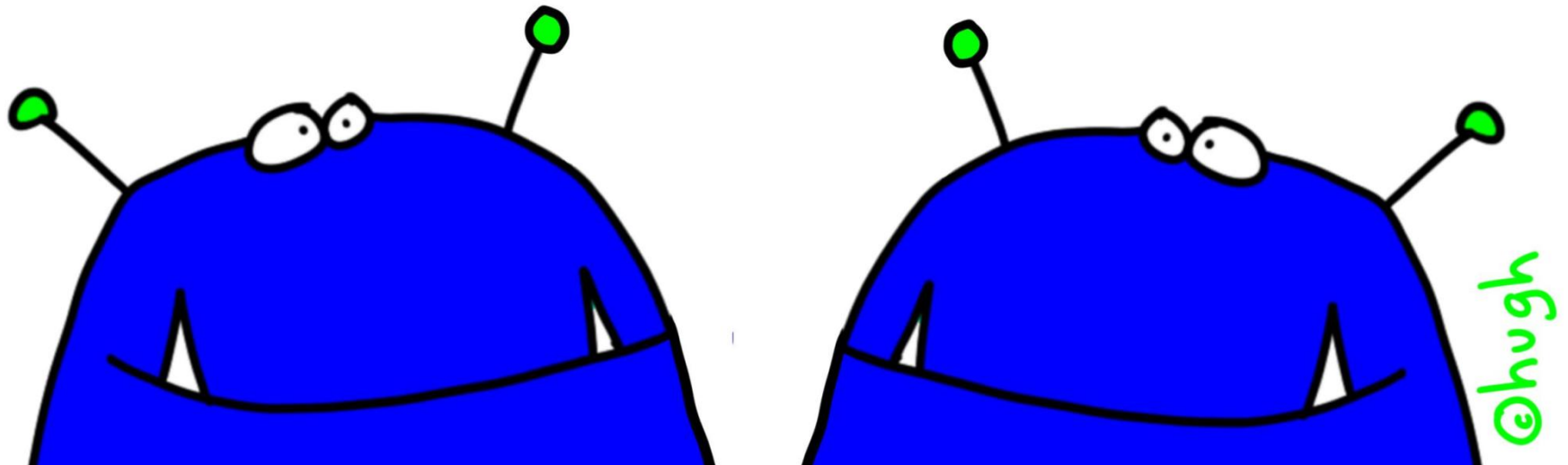
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- The background is a deep blue with a subtle, glowing grid pattern that recedes into the distance. A bright, out-of-focus light source is visible in the upper right, creating a lens flare effect. The overall aesthetic is high-tech and digital.
- **Stationary to ubiquitous**
  - **Formal to casual**
  - **Arms-length to intimate**
  - **Abstracted to physical**

# **Welcome to the Social Media Revolution**

**PCGURU®**



YOU'RE A SOCIAL  
MEDIA SPECIALIST?  
WOW, I'M A SOCIAL  
MEDIA SPECIALIST TOO!







**“Social media is **people** having  
conversations online”**



Online advertising is a powerful tool of having a direct relation with **customer.**

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A 3D word cloud centered around the large text "SEO". Other prominent words include "Algorithms", "Ad Words", "Site Map", "Semantic Optimization", "Code", "Links", "Content", "Visits", "Rank", "Page", "Social", "Business", "Media", "Mobile", "Engines", "Search", "Blogs", "Services", "Sites", "Global", and "Hacking". The words are rendered in various sizes and orientations, creating a dynamic and layered effect.

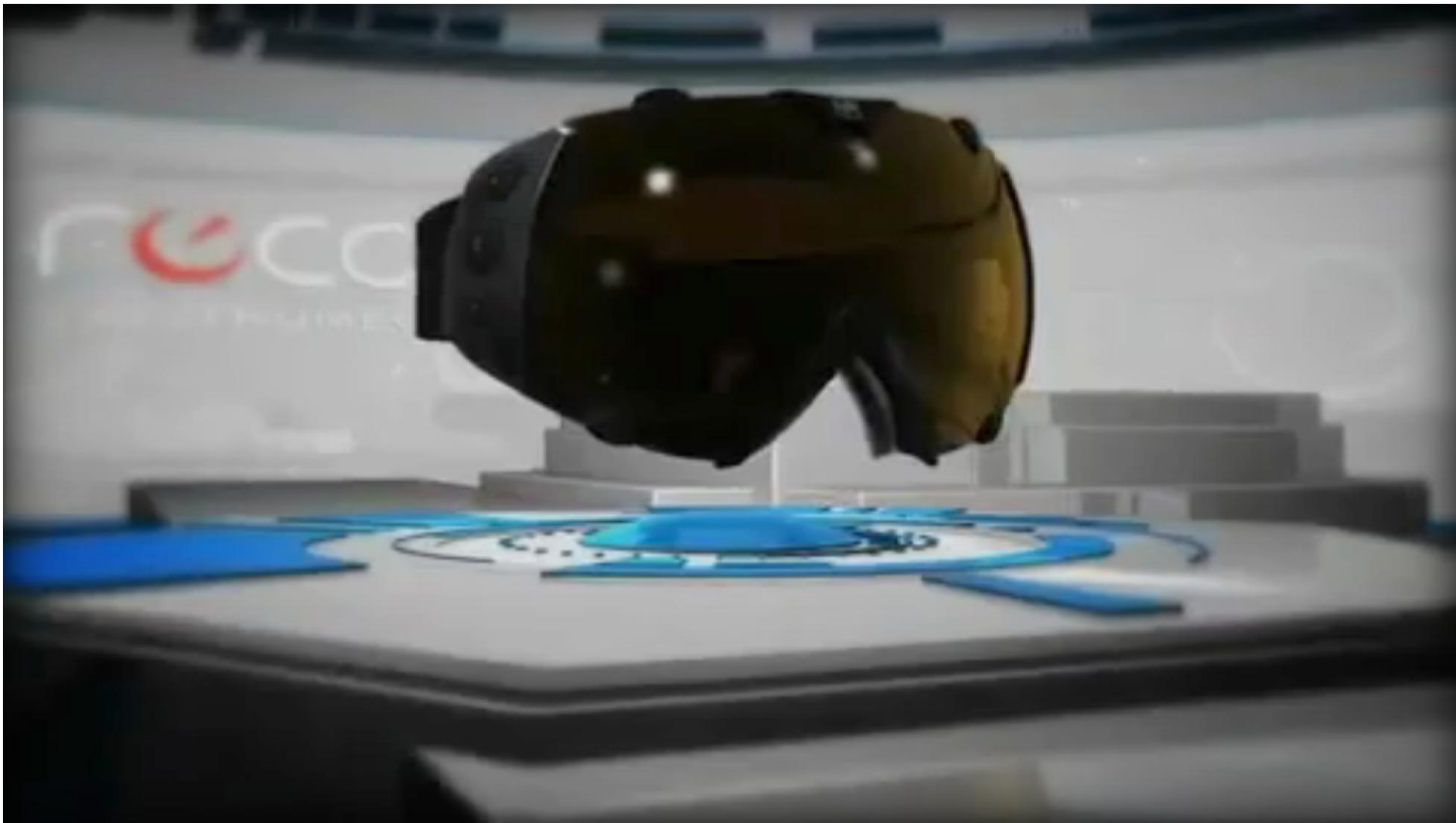


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**PROCRASTINATORS UNITE...**



**TOMORROW**

**PCGURU®**





# To do

- **Get active in Social Media**
- **Make sure your website works & has fresh content**
- **Get mobile yourself**
- **Consider safely moving to the Cloud**
- **Backups. Backups. Backups.**
- **Implement Workplace Monitoring**
- **You can't manage what you don't measure**



**And we're done!**

**Any questions?**

**You can find me easily:**

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**For Business IT Advice: [pcguru.com.au](http://pcguru.com.au)**