



# The Advisor



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## Gray, Gray & Gray, LLP's News

### October is Cybersecurity Awareness Month

At Gray, Gray & Gray, our [cybersecurity experts](#) give you the power to protect your vital information. During Cybersecurity Awareness Month and throughout the year, make sure you are prepared to respond to the lurking threats that could play havoc with your business.



With an estimated 2,200 cyberattacks taking place each day – one every 39 seconds – the task of creating and deploying a defensive strategy for your business can be intimidating. Still, the threat is too great to ignore, not to mention the fact that most states have strict data security laws that must be followed. But where do you start? What are the first steps you should take to begin layering protective measures around your network and data? [Click here](#) to read the full article and get answers to these questions and more.

[Full Article](#)

### Have You Registered? Join Gray, Gray & Gray for Managing the New Accounting Requirements for Leases

After much debate and delay the long-anticipated changes to accounting standards for commercial and residential leases (FASB accounting standards for leases) are finally being implemented. The new standards will have an across-the-board impact for property owners, property managers, and lease tenants. Join this free informative webinar on October 25th at 10 am EDT for an overview of the new accounting requirements, along with recommendations on how to simplify and streamline the updated reporting process. We will also review a new software program – LeaseJava - a cloud-based software program that is specifically designed to automate and simplify lease reporting. [Register here.](#)



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## Family Business

### Hit the Target With Social Media Marketing

**Follow me!** You might have encountered these words if you've spent any time on social media. They may seem innocuous, yet building a robust following on the right platforms can mean so much to any family business's marketing efforts. This article reviews some fundamentals of social media marketing. A sidebar looks at how to make the most of charity drives that involve social media.



[Full Article](#)

## Q&As for Employers Offering Benefits

### Are Telehealth Benefits and EAPs Subject to ERISA?

The questions we'll answer in this article are:

1. Are telehealth (or telemedicine) benefits subject to ERISA?
2. Are Employee Assistance Plans subject to ERISA?

[Full Article](#)



## Human Resources

### Solving the Social Media Puzzle



**Social media is a bit of a puzzle for businesses.** It's an incredibly powerful tool for reaching customers and prospects. But posting, scrolling and liking can eat up a lot of employees' time and lead them to say and do things online that reflect poorly on their employer. This article discusses creating a social media policy that protects the company without overly restricting employees.  
Full Article

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