**Social Media Toolkit for MSPs: Educating Clients on Data Loss Risks**

*This toolkit provides you with three high-impact social media posts designed to educate your clients about the real-world risks to their business and position your backup and protection solutions. Each post includes suggested caption copy, hashtags and a graphic to download.*

**Post 1: Cyber Attacks**

**Graphic:** 

**Suggested Caption:**

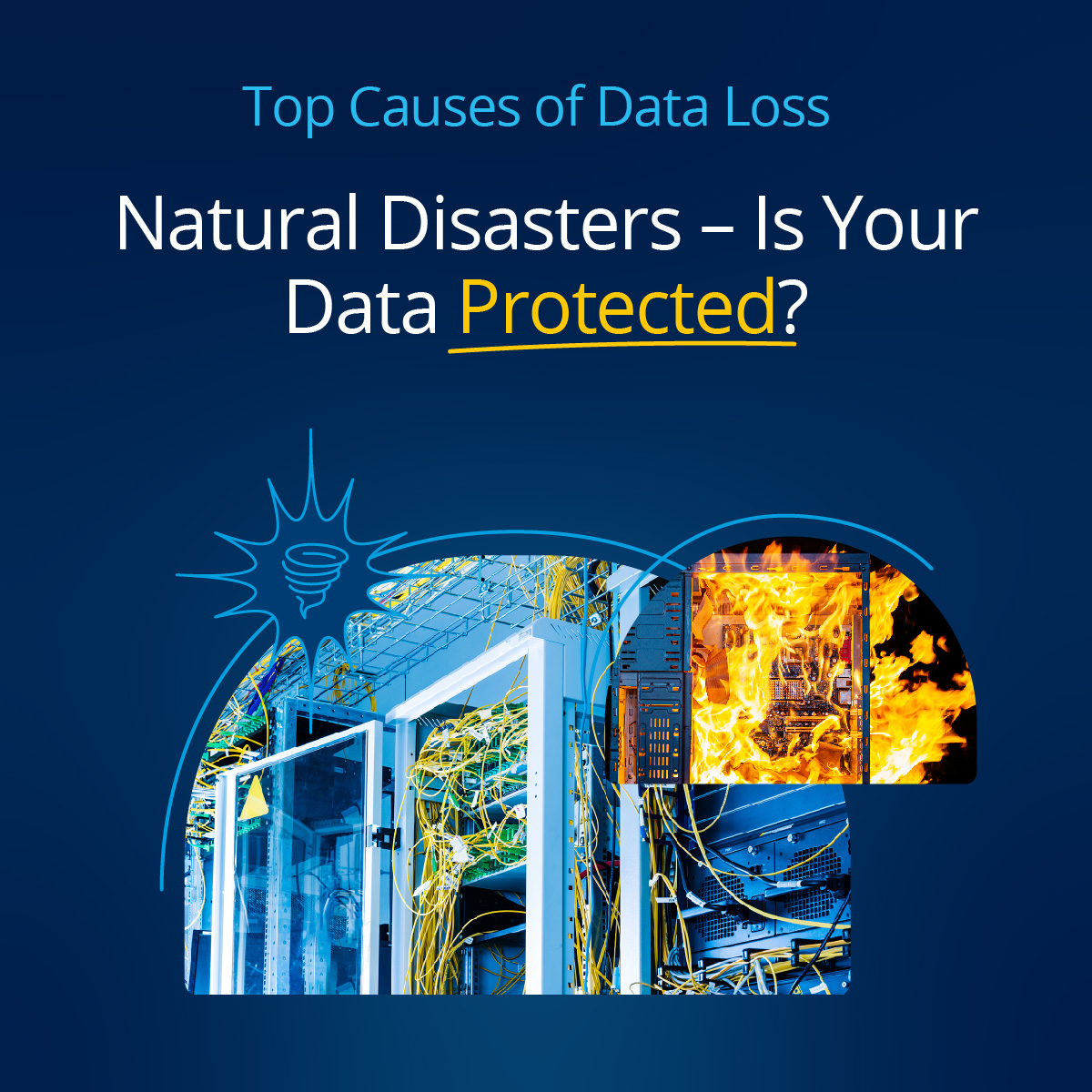
Cyber-attacks are on the rise, and the consequences are severe. Businesses face significant risks, including financial losses, reputational damage, and operational disruptions.

With our advanced backup and protection solutions powered by Dropsuite, your data stays secure and recoverable, even when attackers strike.

Protect your business. Message us today to schedule a free data risk assessment.

**Hashtags:** #CyberSecurity #DataProtection #BackupSolutions #MSP

**Post 2: Natural Disasters**

**Graphic:** 

**Suggested Caption:** 40-60% of small businesses never reopen after a natural disaster.

Data loss doesn’t just mean downtime—it could mean the end of your business. That's why we offer enterprise-grade backup solutions with Dropsuite, ensuring your critical information is safe, no matter what comes your way.

Don't let a disaster decide your future. Let's talk about your disaster recovery plan today.

**Hashtags:** #BusinessContinuity #DisasterRecovery #DataBackup #MSP

**Post 3: Insider Threats**

**Graphic:** 

**Suggested Caption:**

Sometimes, risks come from inside your own walls—whether intentional or accidental. Protecting your data isn't just about outside hackers; it's about securing it internally, too.

With our Dropsuite backup and archiving solutions, you can recover data instantly and maintain a clear record of activity. Secure your critical data—contact us to learn how.

**Hashtags:** #InsiderThreat #DataSecurity #SecureYourBusiness #MSP

### **Post 4: Myth: Your Cloud Services Automatically Protect All Data**

**Graphic:** 

**Suggested Caption:**  
 Think Microsoft 365 or Google Workspace automatically protects all your data? Think again.

Deleted files in Microsoft 365 are only kept for 90 days. Google Workspace? Just 30 days.  
 After that, they’re gone—unless you have a dedicated backup solution.

With our Dropsuite-powered services, your data stays secure and recoverable beyond these short windows. Don't risk it. Contact us to ensure your cloud data is fully protected.

**Hashtags:**  
 #CloudBackup #Microsoft365 #GoogleWorkspace

### **Post 5: Myth: Backup and Archiving Are Too Expensive**

**Graphic:** 

**Suggested Caption:**  
 Data breach cost? 💸 $4.45 million on average.  
 Backup and archiving cost? A few dollars a month. ✅

Protecting your data is one of the smartest investments you can make. We help you stay secure, compliant, and operational—at a fraction of the cost of a breach. Talk to us about affordable, enterprise-grade protection.

**Hashtags:**  
 #DataProtection #CyberSecurity #SmartInvestment #MSP

### **Post 6: Myth: Backup and Archiving Are Complex to Set Up**

**Graphic:** 

**Suggested Caption:**  
 Setting up backups shouldn’t feel like launching a rocket.

With our Dropsuite solutions, it's fast, simple, and fully automated. Plus, restoring files is as easy as a click.

Data protection shouldn’t be complicated. See how easy protecting your business data can be—reach out today.

**Hashtags:**  
 #BackupMadeEasy #CloudBackup #EffortlessProtection #MSP