HOW TO GET INVOLVED IN
CYBERSECURITY AWARENESS MONTH 2024

Reminders

This webinar is being recorded

- The recording will be uploaded to staysafeonline.org
- Presentation slides will be made available to download

Use the Q&A box to ask questions at any time

Please direct media inquiries to cisamedia@cisa.dhs.gov.

Today's Speakers

Laura Edwards

Awareness & Outreach Section Chief

Stakeholder Engagement Division

Cybersecurity and Infrastructure

Security Agency

Jennifer Cook

Senior Director of Marketing

National Cybersecurity Alliance

About CISA

About the National Cybersecurity Alliance

Empowering a more secure, interconnected world.

- Our alliance stands for the safe and secure use of all technology.

- We build strong partnerships, educate and inspire all to take action to protect ourselves, our families, organizations and nations.

- Free resources available at staysafeonline.org

Overview of Cybersecurity Awareness Month

What is Cybersecurity Awareness Month?

Began	**When**	**Hosts**	**Audience**	**Partners**
2004	Oct 1 - 31	CISA and NCA	Everyone!	Public and Private Sector Organizations

Goal

Educate the general population about digital security and empower everyone to take actionable steps to protect their personal data

Objectives

- Ensure organizations have the resources and communications they need to talk to their employees and customers about staying safe online

- Collaborate between government and private industry to raise awareness

Overall Campaign

Tone

- Positive
- Approachable
- Simple
- Back to basics

Theme

Key Messages

- Use Strong Passwords and a Password Manager

- Turn On Multi-Factor Authentication

- Update Your Software

- Recognize and Report Phishing Attacks

Threat Landscape

Feelings towards cybersecurity:

- **84%** of people consider staying secure online a priority

- **39%** felt frustrated while staying secure online

- **37%** of users felt information on how to stay secure online is confusing

- Only **44%** of Americans report having access to training programs

Findings from Oh Behave! The Annual Cybersecurity Attitudes and Behaviors Report 2023

Threat Landscape

Behaviors:

- **30%** of participants have never heard of MFA

- **60%** 'always' or 'very often' install the latest software updates

- **69%** express confidence in their ability to identify phishing attempts

- **51%** of Americans actively report cybercrimes, particularly phishing

- **37%** of people who don't use password managers say it's because they don't trust any single provider.

- **38%** of Americans incorporate personal information into their passwords, potentially jeopardizing the security of their accounts.

Findings from Oh Behave! The Annual Cybersecurity Attitudes and Behaviors Report 2023

Become a Partner

Become a Champion

Champions represent those dedicated to promoting a safer, more secure and more trusted internet

- In 2023, there were **4,080 Champions** from **93 countries**

- Create your own campaign with a free toolkit

- Promote your participation and commitment to cybersecurity education

- All registered organizations will be listed on staysafeonline.org

- Receive updates on campaign news, events and materials,

https://staysafeonline.org/cybersecurity-awareness-month/champions/

The Toolkit

- Partner Guide with more ways to get involved

- Sample social media posts and graphics

- Tip sheets

- Video conference backgrounds

- Email signature

- Infographics

- Sample presentations

- Additional resources from the cybersecurity community

- **NEW!** PSAs

- **NEW!** Activity kit for kids

- **NEW!** Posters

- **NEW!** Cybercrime Reporting Guide

Partner with CISA

- Partner with CISA for Cybersecurity Awareness Month by emailing us at awarenesscampaigns@cisa.dhs.gov

- Your organization can also partner with the Secure Our World program

- Benefits of working with CISA include:
  - Change behaviors and reduce risk
  - Collaborate on social media
  - Share data
  - Highlight your partnership

Your Campaign
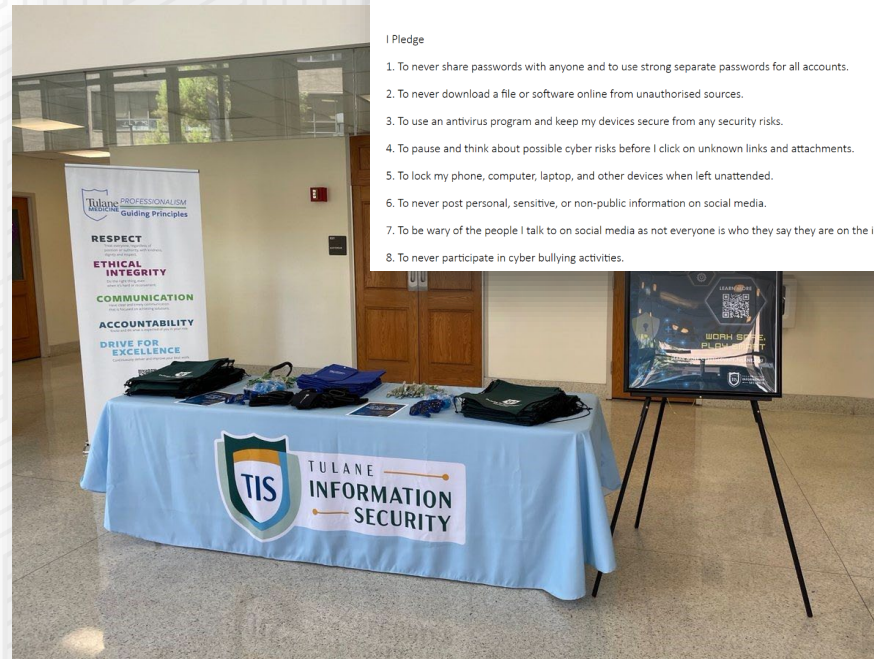
Common Activities

How partners participated in 2023

- Sending out an employee email (34%)
- Posting a blog or article (25%)
- Holding a training or event for employees (25%)
- Posting about the month on social media platforms (23%)
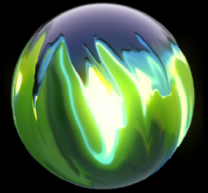- Hosting a quiz or contest for employees (17%)

Ways to Get Involved: At Work

- Publicize resources and activities
  - Intranet
  - Website
  - Emails to employees/customers

- Promotions
  - Discounts
  - Giveaways

- Hold a contest
  - Phishing simulation
  - Poster contest

Ways to Get Involved: At Home

- Share helpful tips and resources
  - Kids
  - Parents
  - Friends

- Hold a family "tech talk"
  - Discuss how each family member can protect their devices, accounts, and personal information.

- Create a culture of security in your family

Ways to Get Involved: In Your Community

- Volunteer to teach others in your community

- Reach out to
  - Your kid's school
  - A library/ community center
  - Senior center
  - Place of worship

- Use the Volunteer Outreach Toolkit for
  - Tips
  - Sample presentations
  - Talking points

https://staysafeonline.org/programs/cybersecurity-awareness-month/teach-others-how-to-stay-safe-online/

Ways to Get Involved: Online

Join on social media using

#CybersecurityAwarenessMonth

#SecureOurWorld

Share the sample social media posts and graphics

5 Essential Tips for Staying Safe Online

October is Cybersecurity Awareness Month, but staying safe online is a year-round activity. These five tips will help you protect yourself and your information.

Read more

22

Building a Strong Cybersecurity Culture

- **Use basic cybersecurity training**

- **Identify available training resources**

- **Stay current on events and incidents**

- **Encourage employees to make good choices online and learn about risks**

Events

Hosting an Event or Training

- Identify your audience and the behavior you want to change

- Keep the learning experience lighthearted, relatable and interactive

- Show buy-in from the C-suite

- Invite an outside speaker

- Follow-up

Request a Speaker

CISA

- Step 1: Fill out the CISA Speaker Request Form: www.cisa.gov/news-events/request-speaker

- Step 2: Submit your request to cisa.speakers@cisa.dhs.gov **no later than August 30, 2024**

NCA

- Choose from three presentations:
    - Oh, Behave! Cyber Behaviors Presentation
    - Level Up Your Cyber Game: Trivia Game Show
    - Consensual Doxxing presentation with TikTok star @notkahnjunior

- Submit your request: https://staysafeonline.org/programs/request-a-speaker/

Save the dates!

October 2: Virtual Kick-off Event

October 9: #CyberChat on Twitter/X

Stay tuned for more details: https://staysafeonline.org/events-programs/

Add your event to our partner calendar! Email info@staysafeonline.org

Next Steps: Contact CISA

- **Website**
  - cisa.gov/cybersecurity-awareness-month
  - cisa.gov/secureourworld

- **Email**
  - awarenesscampaigns@cisa.dhs.gov

- **Facebook**
  - /cisa

- **X**
  - @cisagov

- **LinkedIn**
  - /cisagov

- **YouTube**
  - @cisagov

- **Instagram**
  - @cisagov

Next Steps: Contact NCA

- **Website**
  - StaySafeOnline.org

- **Email**
  - info@staysafeonline.org

- **X**
  - @staysafeonlinenca

- **Facebook**
  - /staysafeonline

- **LinkedIn**
  - /national-cybersecurity-alliance

- **Instagram**
  - @staysafeonlinenca