- **Week 1: Be Cyber Smart**
  Take simple actions to keep our digital lives secure.
- **Week 2: Fight the Phish!**
  Learn how to spot and report phishing attempts to prevent ransomware and other malware attacks.
- **Week 3: Explore. Experience. Share.**
  Commemorate the National Initiative for Cybersecurity Education's (NICE) Cybersecurity Career Awareness Week and the global cybersecurity workforce.
- **Week 4: Cybersecurity First**
  Explore how cybersecurity and staying safe online is increasingly important as we continue to operate virtually in both our work and personal lives.

HOW TO ENGAGE

This section provides tips for spreading cybersecurity awareness messages to ensure that your Cybersecurity Awareness Month campaign reaches your intended audiences. The goal of the 2021 campaign is to promote personal accountability and positive behavior changes when it comes to cybersecurity. To ensure success this October, keep this goal in mind when creating resources, developing activities, and planning events.

ENGAGEMENT IDEAS

- Contribute your voice and resources to social media conversations by using the hashtags #BeCyberSmart and #CybersecurityAwarenessMonth
- Include a message about the importance of cybersecurity in newsletters, mailings, and websites during October
- Host an event or meeting to discuss local, relevant cybersecurity issues
- Organize, provide, or promote cybersecurity training and exercise opportunities for your internal and external stakeholders
- Participate in a local or virtual training or exercise to improve cybersecurity and resilience within your organization
- Use the tip sheets available at cisa.gov/cybersecurity-awareness-month to read up on various cybersecurity topics
  - Whether in the workplace or at home, these tip sheets have something useful for everyone
- Become a Friend of the STOP. THINK. CONNECT. ™ Campaign by visiting cisa.gov/stopthinkconnect
- Cybersecurity professionals can pledge to help vulnerable communities #SecureTogether and help them improve their cybersecurity posture through key actions at www.cybercrimesupport.org

TOP TIPS TO SHARE DURING CYBERSECURITY AWARENESS MONTH

- **Double your login protection.** Enable multi-factor authentication (MFA) for all accounts and devices to ensure that the only person who has access to your account is you. Use it for email, banking, social media, and any other service that requires logging in. If MFA is an option, enable it by using a trusted mobile device, such as your smartphone, an authenticator app, or a secure token—a small physical device that can hook onto your key ring. Read the Multi-Factor Authentication (MFA) How-to-Guide for more information.

- **Shake up your password protocol.** According to National Institute of Standards and Technology (NIST) guidance, you should consider using the longest password or passphrase permissible. Get creative and customize your standard password for different sites, which can prevent cyber criminals from gaining access to these accounts and protect you in the event of a breach. Use password managers to generate and remember different, complex passwords for each of your accounts. Read the Creating a Password Tip Sheet for more information.

- **If you connect, you must protect.** Whether it's your computer, smartphone, game device, or other network

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devices, the best defense against viruses and malware is to update to the latest security software, web browser, and operating systems. Sign up for automatic updates, if you can, and protect your devices with anti-virus software. Read the Phishing Tip Sheet for more information.

- **Play hard to get with strangers.** Cyber criminals use phishing tactics, hoping to fool their victims. If you're unsure who an email is from—even if the details appear accurate— or if the email looks 'phishy,' do not respond and do not click on any links or attachments found in that email. When available use the "report phish" or "report" option to help your organization or email provider block other suspicious emails before then arrive in your inbox.

- **Never click and tell.** Limit what information you post on social media—from personal addresses to where you like to grab coffee. What many people don't realize is that these seemingly random details are all criminals need to know to target you, your loved ones, and your physical belongings—online and in the real world. Keep Social Security numbers, account numbers, and passwords private, as well as specific information about yourself, such as your full name, address, birthday, and even vacation plans. Disable location services that allow anyone to see where you are – and where you aren't – at any given time. Read the Social Media Cybersecurity Tip Sheet for more information.

- **Keep tabs on your apps.** Most connected appliances, toys and devices are supported by a mobile application. Your mobile device could be filled with suspicious apps running in the background or using default permissions you never realized you approved—gathering your personal information without your knowledge while also putting your identity and privacy at risk. Check your app permissions and use the "rule of least privilege" to delete what you don't need or no longer use. Learn to just say "no" to privilege requests that don't make sense. Only download apps from trusted vendors and sources.

- **Stay protected while connected.** Before you connect to any public wireless hotspot – like at an airport, hotel, or café – be sure to confirm the name of the network and exact login procedures with appropriate staff to ensure that the network is legitimate. If you do use an unsecured public access point, practice good internet hygiene by avoiding sensitive activities (e.g., banking) that require passwords or credit cards. Your personal hotspot is often a safer alternative to free Wi-Fi. Only use sites that begin with "https://" when online shopping or banking.

CYBERSECURITY RESOURCES

Below are useful resources to use both during October and throughout the year. Explore these sites for content to use in blogs, articles, and messaging within your organizations and external audiences.

- The National Cyber Security Alliance (NCSA) builds strong public/private partnerships to create and implement broad-reaching education and awareness efforts to empower users at home, work and school with the information they need to keep themselves, their organizations, their systems and their sensitive information safe and secure online and encourage a culture of cybersecurity. For NCSA recommended events, click: https://staysafeonline.org

- Powered by the U.S. Department of Homeland Security, the "Be Cyber Smart" campaign is designed to inspire the younger generation of Americans to take responsibility for their own cyber safety. Learn about cybersecurity basics, common scams, and how to report cybersecurity incidents by visiting the campaign online.

- Looking for information about a particular cybersecurity position or course? The National Initiative for Cybersecurity Careers and Studies (NICCS) is a national resource for cybersecurity education, training and workforce development. NICCS features tools and information for current and future cybersecurity professionals, ranging from K-12 students and teachers to Federal employees to Veterans to Career Changers. These tools and resources are available for anyone seeking more information about the cybersecurity field, how to advance a cybersecurity career, and more.

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> local community
> - **Oct. 28:** Send a final distribution of online safety materials highlighting the importance of being cyber smart all year
> - **Oct. 29:** Send employees an email recapping information they've learned throughout the month - consider providing small prizes to those who performed well during activities or were engaged

SOCIAL MEDIA COMMUNICATION

Below are sample social media posts to promote Cybersecurity Awareness Month in your organization. CISA and NCSA highly encourage you to post on your online communication channels leading up to and throughout October.

TWITTER:

Kickoff week:

#CyberMonth is back this October for its 18th year to educate the Nation about cybersecurity and how all Americans can be safer online. Learn how you can Do Your Part #BeCyberSmart by visiting cisa.gov/cybersecurity-awareness-month

Week 1 – Be Cyber Smart:

Do Your Part #BeCyberSmart! This first week of Cybersecurity Awareness Month we will explore the fundamentals of cybersecurity, teaching you how you can better secure your digital lives and improve the security of your devices. #CyberMonth #cybersecurity #InformationSecurity

Week 2 – Fight the Phish!:

Fight the Phish! Cybersecurity Awareness Month will focus on how individuals can spot phishing attempts this week. Phishing can often lead to vulnerabilities that can result in ransomware or other types of malware. #FightThePhish #Phishing #Ransomware #BeCyberSmart #CyberMonth

Week 3 - Explore. Experience. Share.:

Join CISA and the National Initiative for Cybersecurity Education (NICE) this week to celebrate Cybersecurity Career Awareness Week. This week we will showcase their contributions and innovations. Building a cybersecurity workforce will enhance security. #CyberMonth #CyberCareer

Week 4 – Cybersecurity First:

It's the last week of Cybersecurity Awareness Month, you should continue to do your part and #BeCyberSmart! Actions today affect our future. Cybersecurity is a year-round effort and has become more of a consideration in how we work, learn, and live. #CyberMonth #CybersecurityFirst

FACEBOOK:

Kickoff week:

Cybersecurity Awareness Month is returning for its 18th year in October 2021. Cybersecurity Awareness Month Website (cisa.gov/cybersecurity-awareness-month) highlights the need to educate the individuals and organizations about the importance of cybersecurity, ensuring that all Americans have the resources they need to be safer and more secure online.

- **Week 1: Be Cyber Smart**
- **Week 2: Fight the Phish!**
- **Week 3: Explore. Experience. Share. – Cybersecurity Career Awareness Week**
- **Week 4: Cybersecurity First**

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#BeCyberSmart #CyberMonth #Cybersecurity #InfoSec #InformationSecurity #Cybersecurity #StopThinkConnect #HomeSecurity #InfoSecurity #NetworkSecurity #NetSec

Week 1 – Be Cyber Smart:

Do Your Part #BeCyberSmart! The first weekly theme of Cybersecurity Awareness Month will explore the fundamentals of cybersecurity, teaching America how to do their part and #BeCyberSmart! Simple actions can help secure your digital lives and improve the security of internet-connected devices.

This week's events will include ____, ____, and ____. For more information visit the Cybersecurity Awareness Month Website: cisa.gov/cybersecurity-awareness-month.

#CyberMonth #Cybersecurity #InfoSec #InformationSecurity #Cybersecurity #StopThinkConnect #HomeSecurity #InfoSecurity #NetworkSecurity #NetSec

Week 2 – Fight the Phish!:

Fight the Phish! Cybersecurity Awareness Month will focus on how individuals can spot potential phishing attempts this week. Phishing can often lead to vulnerabilities that can result in ransomware or other types of malware. Reduce your chances of falling victim to phishing attacks.

This week's events will include ____, ____, and ____. Learn more about phishing at the Cybersecurity Awareness Month Website: cisa.gov/cybersecurity-awareness-month.

#Phishing #Ransomware #Malware #respond #recover

Week 3 - Explore. Experience. Share.:

Join CISA and the National Initiative for Cybersecurity Education (NICE) this week to celebrate Cybersecurity Career Awareness Week. Cybersecurity professionals play a vital role in global society and security. This week we will showcase their contributions and innovations. Building a global cybersecurity workforce enhances each nation's security, we can explain how.

#ExploreExperienceShare #CyberMonth #Cybersecurity #InfoSec #InformationSecurity #Cybersecurity #StopThinkConnect #HomeSecurity #InfoSecurity #NetworkSecurity #NetSec

Week 4 – Cybersecurity First:

This is the final week of Cybersecurity Awareness Month, but you should always try to do your part and #BeCyberSmart. What we do today can affect the future of personal, consumer, and business cybersecurity. Cybersecurity is increasingly becoming more of a consideration in how we work, learn, and play. Cybersecurity is a year-round effort and should be one of our first considerations when we create or buy new devices and connected services.

Join the conversation about Cybersecurity Awareness Month by using the #BeCyberSmart hashtag.

#BeCyberSmart #CybersecurityFirst #CyberMonth #Cybersecurity #InfoSec #InformationSecurity #Cybersecurity #StopThinkConnect #HomeSecurity #InfoSecurity #NetworkSecurity #NetSec

INSTAGRAM:

Kickoff week:

Cybersecurity Awareness Month is back this October for its 18th year to help educate the Nation about cybersecurity and how all Americans can be safer online. Learn how you can Do Your Part #BeCyberSmart by visiting cisa.gov/cybersecurity-awareness-month.

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#CyberMonth #Cybersecurity #BeCyberSmart #InfoSec #InformationSecurity #Cybersecurity #StopThinkConnect #HomeSecurity #InfoSecurity #NetworkSecurity #NetSec

Week 1 – Be Cyber Smart:

Do Your Part #BeCyberSmart! This first week of Cybersecurity Awareness Month we will explore the fundamentals of cybersecurity, teaching you how you can better secure your digital lives and improve the security of your devices. #CyberMonth #cybersecurity #InformationSecurity

Join the conversation about Cybersecurity Awareness Month. You can contribute to the conversation by using the #BeCyberSmart hashtag.

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#CyberMonth #Cybersecurity #BeCyberSmart #InfoSec #InformationSecurity #Cybersecurity #StopThinkConnect #HomeSecurity #InfoSecurity #NetworkSecurity #NetSec

Week 2 – Fight the Phish!:

Fight the Phish! Cybersecurity Awareness Month will focus on how individuals can spot phishing attempts this week. Phishing can often lead to vulnerabilities that can result in ransomware or other types of malware.

Join the conversation about Cybersecurity Awareness Month by using the #BeCyberSmart hashtag.

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#FightThePhish #Phishing #Ransomware #CyberMonth #Cybersecurity #BeCyberSmart #InfoSec #InformationSecurity #Cybersecurity #StopThinkConnect #HomeSecurity #InfoSecurity #NetworkSecurity #NetSec

Week 3 - Explore. Experience. Share.:

Join CISA and the National Initiative for Cybersecurity Education (NICE) this week to celebrate Cybersecurity Career Awareness Week. This week we will showcase their contributions and innovations. Building a cybersecurity workforce will enhance security.

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#CyberCareers #CyberMonth #Cybersecurity #BeCyberSmart #InfoSec #InformationSecurity #Cybersecurity #StopThinkConnect #HomeSecurity #InfoSecurity #NetworkSecurity #NetSec

Week 4 – Cybersecurity First:

It's the last week of Cybersecurity Awareness Month, you should continue to do your part and #BeCyberSmart! Actions today affect our future. Cybersecurity is a year-round effort and has become more of a consideration in how we work, learn, and live.

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#CyberMonth #Cybersecurity #BeCyberSmart #InfoSec #InformationSecurity #Cybersecurity #StopThinkConnect #HomeSecurity #InfoSecurity #NetworkSecurity #NetSec

LINKEDIN:

Kickoff week:

Now in its 18th year, this October is Cybersecurity Awareness Month. Each year, the campaign works to educate the Nation about the importance of cybersecurity, ensuring that all Americans have the resources they need to be safer and secure online.

Individuals and companies can get involved in Cybersecurity Awareness Month by using CISA resources to create your own awareness campaigns! Partners can create their own awareness campaigns using this year's weekly themes:

- **Week 1: Be Cyber Smart**
- **Week 2: Fight the Phish!**
- **Week 3: Explore. Experience. Share. – Cybersecurity Career Awareness Week**
- **Week 4: Cybersecurity First**

Find more about the campaign at cisa.gov/cybersecurity-awareness-month!

Week 1 – Be Cyber Smart:

#BeCyberSmart is the first weekly theme of Cybersecurity Awareness Month and will explore the fundamentals of cybersecurity, educating organizations on how to do their part and #BeCyberSmart! Simple actions can help secure your digital lives and improve the security of internet-connected devices.

This week's events will include _____, _____, and _____. For more information visit the Cybersecurity Awareness Month Website: cisa.gov/cybersecurity-awareness-month.

#CyberMonth #Cybersecurity #InfoSec #InformationSecurity #Cybersecurity #StopThinkConnect #HomeSecurity #InfoSecurity #NetworkSecurity #NetSec

Week 2 – Fight the Phish!:

Fight the Phish! Cybersecurity Awareness Month will focus on how individuals can spot potential phishing attempts this week. Phishing can often lead to vulnerabilities that can result in ransomware or other types of malware. Reduce your chances of your company or organization falling victim to phishing attacks.

This week's events will include _____, _____, and _____. Learn more about phishing at the Cybersecurity Awareness Month Website: cisa.gov/cybersecurity-awareness-month.

Week 3 - Explore. Experience. Share.:

Join CISA and the National Initiative for Cybersecurity Education (NICE) this week to celebrate Cybersecurity Career Awareness Week. Cybersecurity professionals play a vital role in global society and security. This week we will showcase their contributions and innovations. Building a global cybersecurity workforce enhances each nation's security, join us to learn why.

Week 4 – Cybersecurity First:

This is the final week of Cybersecurity Awareness Month, but you should always try to do your part and #BeCyberSmart. What we do today can affect the future of personal, consumer, and business cybersecurity. Cybersecurity is increasingly

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becoming more of a consideration in how we work, learn, and play. Cybersecurity is a year-round effort and should be one of an organization's first consideration when creating or buying new devices and connected services.

This week's events will include ____, ____, and ____. Learn more about phishing at the Cybersecurity Awareness Month website: cisa.gov/cybersecurity-awareness-month.

SAMPLE BLOG POST

CYBESECURITY AWARENESS MONTH 2021 CAMPAIGN

Now in its 18th year, Cybersecurity Awareness Month continues to raise awareness about the importance of cybersecurity across our Nation. Held every October, Cybersecurity Awareness Month is a collaborative effort between government and industry to ensure everyone in the Nation has the resources they need to be safer and more secure online.

DO YOUR PART. #BECYBERSMART.

Every year, led by the Cybersecurity and Infrastructure Security Agency (CISA) and the National Cyber Security Alliance (NCSA), Cybersecurity Awareness Month conveys a clear message of the importance of partnership between government and industry, from the White House to the individual.

The evergreen theme—**Do Your Part. #BeCyberSmart.—**encourages individuals and organizations to own their role in protecting their part of cyberspace, stressing personal accountability and the importance of taking proactive steps to enhance cybersecurity.

WEEKLY MESSAGES

To help you and your organizations create an effective cybersecurity awareness campaign, CISA and NCSA have created four weekly themes to focus on during Cybersecurity Awareness Month:

- **Week 1: Be Cyber Smart**
  The first week explores cybersecurity fundamentals: how simple actions can help secure your digital lives, improve the security of smart and internet-connected devices, and how other fundamentals can help reduce cyber risks.

- **Week 2: Fight the Phish!**
  The second week will focus on how individuals can spot potential phishing attempts—which often lead to

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vulnerabilities that can result in ransomware or other types of malware. It will offer tips on how individuals can reduce their chances of falling victim to phishing attacks—either by reporting or deleting suspicious activities—as well as how to respond to and recover from them.

- **Week 3: Explore. Experience. Share.**
  In partnership with the National Initiative for Cybersecurity Education (NICE), the third week celebrates Cybersecurity Career Awareness Week. This week will illustrate how cybersecurity professionals play a vital role in global society and security and call attention to their contributions and innovations. This week also showcases how building a global cybersecurity workforce enhances each nation's security and promotes economic prosperity.

- **Week 4: Cybersecurity First**
  The final week will emphasize that cybersecurity should be a priority and not an afterthought and will examine how what we do today can affect the future of personal, consumer, and business cybersecurity. This week will also highlight how cybersecurity is a year-round effort and should be an individual's or organization's first considerations when they create or buy new devices and connected services.

This month especially, we ask that you don't treat cybersecurity as a taboo topic: talk to others about how to "Be Cyber Smart" and be sure to share Cybersecurity Awareness Month resources throughout your community—with your friends, family, and coworkers. By doing so, we can all make huge strides in protecting our devices.

Use the Cybersecurity Awareness Month hashtag **#BeCyberSmart,** to help promote cybersecurity awareness. Also, be sure to keep checking the website to learn more about upcoming Cybersecurity Awareness Month efforts in October.

SAMPLE EMAIL TO CUSTOMERS AND STAFF

Below is a sample email that you and your organization may use to announce and promote Cybersecurity Awareness Month to both your customer base and within your organization. CISA and NCSA highly encourage you to communicate out to your own stakeholders and your organization leading up to and throughout the month of October.

Sample Email to Customers:

Dear <customers or stakeholder group>,

[INSERT ORGANIZATION'S NAME] joins the Cybersecurity Awareness Month Campaign.

Every October, Cybersecurity Awareness Month continues to raise awareness about the importance of cybersecurity across our Nation. Led by the Cybersecurity and Infrastructure Security Agency (CISA) and the National Cybersecurity Alliance (NCSA), Cybersecurity Awareness Month shares messages and weekly themes of the importance of staying safe online. The evergreen theme - **Do Your Part. #BeCyberSmart –** encourages individuals and organizations to own their role in protecting their part of cyberspace, stressing personal accountability and the importance of taking proactive steps to enhance cybersecurity.

Throughout the past year and a half, our already virtual world depended even more on the Internet. Organizations like [INSERT ORGANIZATION'S NAME] and individuals like you moved more online than ever before - to socialize, to conduct business, and to simply have fun.

While an increased online presence can be positive, Cybersecurity Awareness Month encourages everyone to take increased ownership of enhanced online activity and the important security practices that come along with it. The virtual safety of our community, and, ultimately, our nation, depends on our personal online safety practices.

Cybersecurity is important to [INSERT ORGANIZATION'S NAME] and we are committed to helping our customers become more resilient. Throughout October you will learn how to:

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- **Be Cyber Smart**

  Take simple actions to keep our digital lives secure.

- **Fight the Phish!**

  Highlight the dangers of phishing attempts—which can lead to ransomware or other malware attacks—and how to report suspicious emails.

- **Explore. Experience. Share.**

  Celebrate National Initiative for Cybersecurity Education's (NICE) Cybersecurity Career Awareness Week and the global cybersecurity workforce and highlight how individuals can learn how to become a cybersecurity professional.

- **Think Cybersecurity First**

  Explore how cybersecurity and staying safe online is increasingly important as our world continues to operate virtually for so much of work and play.

We should all approach cybersecurity with care in owning, securing, and protecting all our online accounts and information. [INSERT ORGANIZATION'S NAME] offers these resources that you can utilize to keep yourself safe online:

- CISA's Cybersecurity Awareness Month Website: cisa.gov/cybersecurity-awareness-month
- CISA's Cyber Essentials – basic cyber best practices for business leaders: cisa.gov/cyber-essentials
- Learn about careers in cyber with the National Initiative for Cybersecurity Careers and Studies: niccs.cisa.gov

If you have more questions about how [INSERT ORGANIZATION'S NAME] is getting involved in this year's Cybersecurity Awareness Month Campaign email [INSERT ORANIZATION'S CYBERSECURITY AWARENESS MONTH CAMPAIGN POC EMAIL]

<Signature>

Sample Email to Staff:

Dear <organization name>,

Cybersecurity Awareness Month is coming up in October 2021! [INSERT ORGNAIZATION'S NAME] has joined the annual campaign led by the Cybersecurity and Infrastructure Security Agency (CISA) and the National Cybersecurity Alliance (NCSA). The campaign empathizes how the public and private sector can work together and to do our own individual part in building a secure online world. This year we are continuing to use the overarching theme of **"Do Your Part, #BeCyberSmart."**

Many cyber professionals are aware of the risks and issues in our increasingly virtual world. At [INSERT ORGANIZATION'S NAME] we want your help to improve out cyber posture and use the knowledge you get at work to help others take a safe and aware approach to cybersecurity.

Throughout October you will learn of four weekly messages:

- **Week 1: Be Cyber Smart**
  How you can take simple actions to keep our digital lives secure.

- **Week 2: Fight the Phish!**
  We will highlight the dangers of phishing attempts—which can lead to ransomware or other malware attacks—and how to report suspicious emails.

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- **Week 3: Explore. Experience. Share.**
  Together we will celebrate National Initiative for Cybersecurity Education's (NICE) Cybersecurity Career Awareness Week and the global cybersecurity workforce, host our own cybersecurity hiring fair, and highlight the varying educational tools CISA has.

- **Week 4: Cybersecurity First**
  Explore how cybersecurity and staying safe online is increasingly important as our world continues to operate virtually for so much of work and play.

Each of us can get involved this October to help all of us be more safe and secure online. Do Your Part. #BeCyberSmart by utilizing the following resources:

CISA's Cybersecurity Awareness Month Website: cisa.gov/cybersecurity-awareness-month

CISA's Cyber Essentials – basic cyber best practices for business leaders: cisa.gov/cyber-essentials

Learn about careers in cyber with the National Initiative for Cybersecurity Careers and Studies: niccs.cisa.gov

If you have more questions about how [INSERT ORGANIZATION'S NAME] is getting involved in this year's Cybersecurity Awareness Month Campaign email [INSERT ORANIZATION'S CYBERSECURITY AWARENESS MONTH CAMPAIGN POC EMAIL] or if you want to report suspicious activities to IT email [INSERT IT OR MOST RELEVANT EMAIL].

<Signature>

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