



Data Privacy Day (DPD) 2018 Sample Social Media Posts



Spread the word by posting online safety tips on your social media platforms. Use the following messages or create your own to share leading up to and on Jan. 28. Remember to use the official DPD hashtag, **#PrivacyAware**.

More graphics and posts will be added as DPD approaches. For updates, check the resource library at <https://staysafeonline.org/resources/?filter=topic-data-privacy-day.type-social>

Promotional Data Privacy Day/Champion Posts

- Jan. 28 is Data Privacy Day! Join us in creating awareness about the importance of respecting #privacy and safeguarding data. #PrivacyAware **[DPD GRAPHIC]**
- We are an official Champion of #PrivacyAware Day; are you? Find out more below. <https://staysafeonline.org/data-privacy-day/become-dpd-champion/> **[CHAMPION GRAPHIC]**
- I'm a #PrivacyAware Day Champion; are you? Find out more below. <https://staysafeonline.org/data-privacy-day/become-dpd-champion/> **[CHAMPION GRAPHIC]**
- Host or attend a #PrivacyAware event on or around Jan. 28. Learn more below! https://staysafeonline.org/event_category/data-privacy-day/
- Stay #PrivacyAware all year round with the NCSA newsletter. Sign up today. #CyberAware <https://staysafeonline.org/email-signup/>
- Jan. 28 is Data Privacy Day; get the latest updates w/ @StaySafeOnline's #cybersecurity & #PrivacyAware newsletter. <https://staysafeonline.org/email-signup/>
- Jan. 28 is Data Privacy Day! Show your support & register yourself or biz as a #PrivacyAware Champion – it's free! <https://staysafeonline.org/data-privacy-day/become-dpd-champion/>
- INFOGRAPHIC: Check out all the ways you can get involved in #PrivacyAware Day! <https://staysafeonline.org/resource/do-you-want-to-help-make-the-internet-safer/>

Key messages, tips and advice

- Privacy matters to me because **[YOUR REASON]**. #PrivacyAware **[PRIVACY MATTERS TO ME GRAPHIC]**
- Privacy matters to **[COMPANY NAME]** because **[REASON]**. #PrivacyAware **[PRIVACY MATTERS TO US GRAPHIC]**
- I'm #PrivacyAware – are you? **[I'M #PRIVACYAWARE GRAPHIC]**
- We're #PrivacyAware – are you? **[WE'RE #PRIVACYAWARE GRAPHIC]**
- I'm #PrivacyAware – are you? <https://staysafeonline.org/data-privacy-day/>
- Share with Care – what you post can last a lifetime. #PrivacyAware <https://staysafeonline.org/data-privacy-day/> **[SHARE WITH CARE PUG GRAPHIC]**
- I updated the privacy settings on at least one online account. You should too! #PrivacyAware **[OWN YOUR ONLINE PRESENCE SHARK GRAPHIC]**
- Personal information is like money. Value it. Protect it. Be thoughtful about who gets that information & how it is collected. #CyberAware
- Personal information is like money. Value it. #Protect it. More #privacy tips below. #PrivacyAware <https://staysafeonline.org/stay-safe-online/managing-your-privacy/>
- Be #PrivacyAware! Update the privacy settings on at least one of your online accounts. Here's how: <https://staysafeonline.org/stay-safe-online/managing-your-privacy/manage-privacy-settings/>
- INFOGRAPHIC: Help spread the #PrivacyAware word this Data Privacy Day. Learn how you can get involved! <https://staysafeonline.org/resource/do-you-want-to-help-make-the-internet-safer/>
- Transparency builds trust: Be open & honest about how you collect, use & share information. #PrivacyAware <https://staysafeonline.org/resource/privacy-good-business/>
- Here are 5 ways you can teach your employees to be #PrivacyAware. <https://staysafeonline.org/resource/5-ways-help-employees-privacy-aware>
- #PrivacyAware employees are vital to you business! Teach them these basic #privacy tips. <https://staysafeonline.org/resource/5-ways-help-employees-privacy-aware>

- #Privacy is everyone's business – Expect it. Respect it. Protect it this #PrivacyAware Day! (Jan.28)
- #PrivacyAware Day is Jan. 28! Find out more here: <https://staysafeonline.org/data-privacy-day/>
- Better protect your #data and #LockDownURlogin this #PrivacyAware Day. Learn more at <https://lockdownyourlogin.org>
- #Privacy is good for #business. Check out these tips for creating a #PrivacyAware culture. <https://staysafeonline.org/resource/privacy-good-business/>
- Applying for a job or college? Own your online presence. #PrivacyAware <https://staysafeonline.org/stay-safe-online/securing-key-accounts-devices/social-media/>
- Own your online presence – set privacy and security settings on your social media accounts. #PrivacyAware
- Older adults are a common target for online threats. Help them stay #PrivacyAware with these tips. <https://staysafeonline.org/stay-safe-online/managing-your-privacy/privacy-tips-older-adults/>
- PARENTS: Check out these tips for raising #PrivacyAware kids. <https://staysafeonline.org/stay-safe-online/managing-your-privacy/tips-parents-raising-privacy-savvy-kids/>
- PARENTS: 70% of girls and 49% of boys use social media. Help your teens be #PrivacyAware. <https://staysafeonline.org/stay-safe-online/managing-your-privacy/privacy-tips-teens/>
- 41% of teens & parents are very concerned about someone accessing an online accounts w/o permission. #LockDownURlogin for #PrivacyAware Day.
- 39% of teens are very concerned about someone sharing their personal info online. Here are some #PrivacyAware tips! <https://staysafeonline.org/stay-safe-online/managing-your-privacy/privacy-tips-teens/>
- 36% of teens are very concerned about having a private photo shared online. Own your online presence. #PrivacyAware <https://staysafeonline.org/stay-safe-online/securing-key-accounts-devices/social-media/>
- Why does #Privacy matter? We have answers in our #PrivacyAware library! <https://staysafeonline.org/resources/?filter=.topic-data-privacy-day.resource-item>
- Your fav websites & apps might be sharing your info publicly. Check your #privacy settings. #PrivacyAware <https://staysafeonline.org/stay-safe-online/managing-your-privacy/manage-privacy-settings/>
- Consider this: if it's personal offline, it's personal #online. #PrivacyAware <https://staysafeonline.org/stay-safe-online/managing-your-privacy/always-privacy-basics/>

Data Privacy Day is led by the National Cyber Security Alliance. For more information, visit staysafeonline.org/data-privacy-day.