



National Cyber Security Alliance National Cybersecurity Awareness Month 2019 Results

NCSAM 2019 Summary/Highlights

The 16th annual National Cybersecurity Awareness Month (NCSAM) generated impactful results not only with consumers but across industry, diverse organizations, government and academia. NCSAM 2019's primary goal was to empower everyone to protect their data and sensitive information by taking simple, actionable steps. The month's theme – "Own IT. Secure IT. Protect IT." – encouraged personal accountability and proactive behavior in digital privacy, security best practices, protection against common cyber threats and cybersecurity careers. NCSA and the [Cybersecurity and Infrastructure Security Agency \(CISA\)](#) co-led NCSAM 2019 and drove tremendous engagement by sharing key messages and advice via user-friendly materials and resources. Similar to previous years, there was great momentum and organic growth. Below is a snapshot of several noteworthy achievements:

Own IT. Secure IT. Protect IT. Captured Widespread Attention!

The new, action-inspired theme was extremely well received by partners and media alike. Own IT. Secure IT. Protect IT. reached approximately 60 percent¹ more global readers in 2019 in comparison to 2018 when "Our Shared Responsibility" was the core message. This extraordinary audience growth clearly demonstrates widespread support for the new direction. As we look toward the future of securing the internet, this new theme should continue to resonate well and provide a framework for translating tomorrow's cybersecurity concerns into behavioral change.

Behavior-Focused Campaigns

As NCSAM's goal has shifted to inspiring behavioral change, many companies and partners took impressive steps to engage their users in innovative ways. Key examples of this include EA's Login Verification promotion, which rewarded users for deploying MFA and Google's new privacy features and password checkup tools for Maps, YouTube and Google Assistant. Partner engagement was also extremely strong as exemplified by 100 NCSAM-focused press releases that were generated. The month's ongoing success would not be possible without this unwavering dedication.

Breadth of Industry and Federal Partners' Support

NCSAM was mentioned by a wide variety of industry and federal partners across social media platforms, on websites and in newsletters. There was strong support from NCSA board member companies including: Bank of America, Cisco, ESET, Google, LogMeIn, Microsoft, Mimecast, Raytheon, Symantec and Wells Fargo. In addition, AT&T, CenturyLink, Dell, Department of Defense, FBI, IBM, Lockheed Martin, McAfee, the MS-ISAC, Nasdaq, NSA, NIST, RSA and Walmart were extremely committed to the month.

NCSAM Champions

The Champion program is a way for both organizations and individuals to officially show their support for the month by promoting a safer, secure and more trusted internet. NCSA registered a total of 2,477 Champions, which includes 1,649 organizations and 828 individuals.

Spotify and Facebook Advertisements

- NCSA setup 11 Spotify Ads to promote NCSAM, which were served a total of 408,793 times in October with a reach of 388,161. These ads were clicked on a total of 2,232 times to staysafeonline.org/ncsam.
- NCSA setup five NCSAM Facebook ads during October. These ads had a reach of 749,630 and were clicked on 7,217 times to staysafeonline.org/ncsam.

Widespread Media Coverage

Armed with a new theme and messaging, timely resources and tip sheets, partner engagement, proactive media outreach and events, NCSAM coverage continued to grow exponentially. These activities resulted in 5 billion global views related to NCSAM in September and October²– which effectively doubled potential readers and reach from the prior year. In the U.S. alone, stories aimed at increasing cybersecurity awareness and inspiring Americans to take proactive steps to stay safe online reached 3.5 billion+ unique views.³

Integration/Impact of New Theme

Under the umbrella of Own IT. Secure IT. Protect IT., the role each individual plays in online safety and the critical importance of taking proactive steps to enhance cybersecurity was the cornerstone of our messaging.

In its inaugural year, the theme was incredibly well received. As indicated earlier, media reach eclipsed 2018 numbers for Our Shared Responsibility and unique articles almost tripled.⁴ Press releases that mentioned Own IT. Secure IT. Protect IT. doubled when compared to Our Shared Responsibility in 2018.⁵ Thirty eight broadcast segments also referred to the new theme and reached more than 800,000 viewers.⁶

In order to support messaging alignment among partners, media and Champions, CISA and NCSA developed a Toolkit that highlighted the history of the month, new messaging, story recommendations, resources, tip sheets and more. Hosted on the National Initiative for Cybersecurity Careers and Studies (NICCS) website, the Toolkit was a key resource in ensuring consistent messaging in the cybersecurity community and with the media. This Toolkit was downloaded a total of 17,118 times from mid-August until the end of October.

Own IT. Secure IT. Protect IT. was heavily featured in proactive media outreach and focused around key tip sheets and agreed-upon topics between CISA and NCSA. The month's theme was included in 257 original articles or online news sources (197 in the U.S.), 22 press releases and countless partner blogs, customer communications and employee resources.

Below are several of the top-tier articles that featured the Own IT. Secure IT. Protect IT.:

- **Forbes:** [Implementing Privacy On Social Media](#)
- **ZDNet:** [Extending cybersecurity awareness of the third-party ecosystem](#)
- **CSO Online:** [How enterprises can benefit from Cybersecurity Awareness Month](#)
- **Information Management:** [7 views on the important lessons of Cybersecurity Awareness Month](#)
- **Security Boulevard:** [Cybersecurity is a shared responsibility, so own it, secure it and protect it](#)
- **WGN Radio:** (features Kelvin Coleman) [Staying Safe During National Cybersecurity Awareness Month](#)
- **TechRepublic:** [Google: Most people still have terrible password habits](#)
- **TechNewsWorld:** [Spotlight on Cybersecurity Awareness: Own IT, Secure IT, Protect IT.](#)
- **Security Intelligence:** [The IT Trifecta: An Overview of National Cyber Security Awareness Month 2019](#)

In addition, organizations of all sizes highlighted the messaging via targeted campaigns created to reach their customers, partners and employees. This included strong government support from the Navy, Department of Energy, Department of Defense and White House, to name a few.

NCSA Events with DHS Leadership

- **NCSAM Hill Kick Off: Challenges and Opportunities of Securing IoT Connections, Washington, DC on Sept. 27** Just prior to the NCSAM launch, experts from industry and government discussed the challenges and opportunities that continuously connected devices pose to our economy. Hill staffers learned how to help educate their constituents along with best practices for how to stay protected while connected. Bradford Willke delivered opening remarks, followed by a panel session with representatives from VISA, Trend Micro and Raytheon. Randy Vickers, House CISO, also shared remarks.
- **The State of Cybersecurity: Securing Continuous Connections, A NCSA and Nasdaq Cybersecurity Summit, New York, NY on Oct. 8** NCSA and Nasdaq partnered to explore today's trending threats, how cybersecurity efforts are leveraging emerging technologies and what experts expect to see in the decade ahead. The Summit featured experts from industry, government and academia including CISA, Uber, NIST, MITRE, KnowBe4, Bank of America, Trend Micro, ITSP Magazine, University of Maryland and Forescout. All speakers and NCSA board members were then invited to participate in the Nasdaq Closing Bell Ceremony which was broadcast on MSNBC, CNBC, Fox Business and Bloomberg. It was also streamed to Nasdaq's Facebook page, which has more than 772,000 followers. [The stream](#) currently has over 2,000 views.
- **Cybersecurity Day in Martinsville, VA on Oct. 24** To commemorate NCSAM, NCSA partnered with the New College Institute on Cybersecurity Day in the Martinsville community. The event featured local businesses, experts and representatives from the federal government who spoke about the current state of cybersecurity, the emerging threat landscape and how to #BeCyberSmart.

CyberSecure My Business™ Workshops

- **Sept. 17: Charlotte, NC CyberSecure My Business and CyberSecure My Family & Home Workshop** NCSA hosted two workshops in partnership with the North Carolina Department of Justice, Federal Trade Commission, Bank of America, U.S. Small Business Administration and many others to kick off and promote NCSAM. The CISA regional cybersecurity advisor was invited.
- **Sept. 24: Madison, WI CyberSecure My Business Workshop** NCSA facilitated a CyberSecure My Business workshop in association with WI Governor's Cybersecurity Summit (of which, CISA's Jeanette Manfra was a keynote speaker) with partners from University of Wisconsin, WI CIO, Infosec, Federal Trade Commission, U.S. Small Business Association and others. The event launched NCSAM 2019 in Wisconsin.
- **Oct. 22: Austin, TX CyberSecure My Business Workshop:** NCSA held a CyberSecure My Business workshop in Austin, TX. Participants included the Federal Bureau of Investigation, Federal Trade Commission, U.S. Small Business Association, Infosec, Trend Micro, CyberTexas and Better Business Bureau. The regional CISA cyber advisor was invited.

Champions Support

The NCSAM Champion program provides the opportunity for individuals and organizations to officially show their support and engage in the month's activities. They are critical to NCSAM's success – driving promotion nationally, locally and to their own audiences.

Several noteworthy metrics include:

- The combined estimated reach of all Champions was 50.4 million.
- The NCSAM Champions program continues to grow year after year.
 - There was a total of 2,477 Champions, a 16 percent increase from 2,139 in 2018. This number includes 1,649 organizations (a nearly 20% increase) and 828 individuals (a 9% increase).
- Champions were well represented by public and private organizations, government and academia. Here is the breakdown by sector:
 - Industry: 675
 - Higher education: 278
 - Government: 179
 - Nonprofit: 148
 - K-12 education: 48
 - Trade association: 18
 - Did not specify: 303
- Champions by geographic location:
 - Champions included organizations from all 50 states as well Washington, D.C. and Puerto Rico.
 - In addition, there were more than 40 countries were represented including: Argentina, Australia, Austria, Bangladesh, Barbados, Brazil, Bulgaria, Canada, China, Colombia, Czech Rep., Eswatini, Fiji, Finland, France, Germany, Ghana, Guyana, Iceland, India, Israel, Italy, Jamaica, Kenya, Lebanon, Mexico, New Zealand, Nigeria, Romania, Senegal, South Africa, Spain, Sudan, Suriname, Switzerland, Thailand, The Gambia, United Arab Emirates and the United Kingdom.

Champion Follow-Up Survey

In early November, NCSA sent a survey to all NCSAM Champion organizations. The following results were generated from 164 respondents:

- Nearly 70 percent had participated in NCSAM prior to 2019.
- 93 percent used the Own IT. Secure IT. Protect IT. theme in their activities (i.e., blog posts, customer or employee communications, press releases, etc.).
- 92 percent used NCSA and/or CISA resources leading up to or during NCSAM. Of this 92 percent, the most utilized resources were: the NCSAM toolkit (82%); NCSAM logo and graphics (78%); social media resources, posts and memes (65%) and NCSAM tip sheets (55%).
- Champion organizations participated in NCSAM via the following activities:
 - 68 percent posted about NCSAM on social media platforms
 - 67 percent sent out an employee email related to NCSAM
 - 49 percent held an internal cybersecurity training exercise or event for employees during October
 - 43 percent posted a blog related to online safety and/or showcased NCSAM on company website
 - 32 percent distributed a press release announcing the company's participation or other company news related to October
 - 32 percent held an internal employee quiz or contest related to the month.
- NCSAM 2019 achieved great success due to Champions' activities. See a sample of input shared with NCSA from five organizations below. *Please note that only two listed their names.*
 - **South Carolina Department of Revenue:** "During NCSAM, we held four live events and two online, interactive events. We're a mid-level sized agency (approximately 750 employees) and the participation was outstanding! We had 652 participants in total join our events, a 49% increase from 2018. We also posted nine articles on our intranet site along with a parody music video celebrating the month, the total view counts was 5,600 views – nearly double in comparison to 2018. Our social media presence increased with 64 posts on

FB and Twitter that had 32,617 impressions and 233 engagements. This was our most successful awareness month to date!”

- **Central Washington University:** “In a higher education environment, we have many groups we need to reach: staff, faculty and students. The goal each year is to engage members from those three groups and raise awareness for cybersecurity in general. To reach students, we put on events in which some faculty members have their students attend as extra credit opportunities. Then, to increase the incentive for students to attend the events, we provided free pizza. This year has been our best year yet with NCSAM and that is a huge thanks to StaySafeOnline. Using the provided social media messages, our number of interactions via those social media platforms increased by 75%. Even though NCSAM is over, we are still having students, staff and faculty come to ask us more questions about the month.”
- **Anonymous:** “Our phishing email report went from 7 emails reported in October 2018 to 132 reported in 2019. We conducted a 3-month phishing test campaign that lasted from 8/1/19 to 10/31/19 and received a 2.1% phish prone rating.”
- **Anonymous:** “The employees loved the NCSAM materials that were presented as well as the graphics that were provided. Of the employees who filled out the survey at the end of the campaign, 95% were happy with the content and 5% wanted more information and/or were not thrilled with the content.”
- **Anonymous:** “We reached out to around 400 staff via a weekly e-magazine and to clients via social media feeds. This proved very popular and successful, with staff demonstrating increased awareness especially around phishing and use of public WiFi. NCSAM 2019 was our first participation and we would like to continue this with future events. Not only does this increase staff and customer awareness, it provides confidence that companies are collaborating with the authorities in helping to avoid becoming the victim of a scam.”

Partner Engagement

Partner Activities

Note: the following summary of support and successes was provided directly from the individual organizations for this report.

Center for Cyber Safety and Education: The Center used NCSAM graphics to post on social media and educate our thousands of followers worldwide about how to be safe and secure. We did so under the NCSAM theme of Own IT. Secure IT. Protect IT. We used the theme in our newsletters as well – challenging our supporters to take a look at how they are keeping their information private and how to be safer online.

- **Cyber Safety Day!**

Cyber Safety Day is a one-day event for schools and communities to join forces and ensure elementary children receive the tools to become responsible digital citizens using Garfield’s Cyber Safety Adventures free of cost. Through this program, children learn about personal information, how to keep it private, what an avatar is and why the need for one and other topics of this nature. The goal of the program was to teach kids how to be safe and secure online and change their habits when they are on the internet. On Oct. 30, 6,572 third graders in Orlando were part of Cyber Safety Day Orlando and received these materials free of cost thanks to the sponsorship of Amazon Web Services, Microsoft Cybersecurity Solutions Group, SAIC and GoldSky Security.

- **Measurable Results/Metrics**

In October, our social media engagement was up by almost 50 percent on all platforms, generating 2,500 impressions through Instagram and 102K on Twitter. Our website also experienced an increase in visits from 9,365 in 2018 to 11,882 in 2019.

Center for Internet Security (CIS):

- Blog Posts, Social Media Posts, Local Radio Mentions, Community Outreach
 - Sent swag bag packages to volunteers in the Benchmarks and Controls communities that included CIS stickers with Own IT. Secure IT. Protect IT. on them.
 - Reached out to local schools and local media.
- Eight blog posts totaling more than 3,800 page views.
 - 10/1: 6 Cybersecurity Tips to Keep Your Workplace Safe Online – 1,061 views
 - 10/3: A Short Guide for Spotting Phishing Attempts – 1,053 views
 - 10/8: Smart Cities Need Smarter Security – 169 views
 - 10/10: Cybersecurity is a Team Sport – 457 views
 - 10/15: 4 Reasons Waiting to Switch to the Cloud May Cost You – 318 views
 - 10/22: How You're Affected by Data Breaches – 219 views
 - 10/24: 11 Cyber Defense Tips to Stay Secure at Work and Home – 541 views
 - 10/31: Wrap Up: 2019 National Cybersecurity Awareness Month – 76 views

Cofense:

Cybersecurity Month			
Performance	Sept 15 -	Aug 15 -	
2018-2019 YoY	Oct 31, 2018	Oct 31, 2019	YoY
Pageviews	NA	4,277	NA
Unique Pageviews	1,741	3,680	211%
Toolkit downloads	410	1,442	351%

We posted one tweet at the beginning of the month which reached 2,007 people and generated 11 engagements. It drives to our website, but we included the NCSA logo and some messaging on our page.



EA: On Oct. 2, EA encouraged users to turn on two-factor authentication, which it calls "Login Verification," by offering a free month of Origin Access Basic – its \$6.45-a-month subscription service that gives members access to hundreds of games and 10-hour-long early access to upcoming titles. This campaign provided a new look at promotions, based around behavior change. The EA campaign received widespread attention from publications like ZDNet, PC Gamer, Games Radar, Gadgets Now, Engadget, Tech Radar, PC Mag and others.

Note: Summary written by NCSA.

EDUCAUSE: [EDUCAUSE](#) is a global nonprofit association and the largest community of information technology leaders and professionals committed to advancing higher education. This is the 16th year that EDUCAUSE registered as a NCSAM Champion.

- We showcased the new theme on our [Awareness Campaigns website](#) (2,594 page views between 10/1-11/12), in weekly newsletters and through social media posts.

- More than 260 colleges, universities and higher education associations (including Internet2 and the REN-ISAC) showed their support as official NCSAM 2019 Champions.
- 290 attendees watched the Oct. 8 EDUCAUSE Live! webinar, [Influencing a Security Culture: From Community College to Ivy League](#), with guest speakers Trisha Clay (CIO, Hudson County Community College) and David Sherry (CISO, Princeton University).
- Three *EDUCAUSE Review* [Security Matters](#) blog posts published in October highlighted the findings from a recent EDUCAUSE survey of students and faculty that reveals some interesting data about the collective efforts of colleges and universities to raise student and faculty awareness about cybersecurity:
 - [Does Your Institution Provide Information Security Awareness Training?](#) by Brian Kelly (623 page views)
 - [Give Me Security, Give Me Convenience, or Give Me Both!](#) by Joe Galanek (85 page views)
 - [Not Sure If They're Invading My Privacy or Just Really Interested in Me: Student and Faculty Understanding of Institutional Data Privacy Policies](#) by Joe Galanek (796 page views)
- EDUCAUSE supports security awareness in higher education with the year-round [Campus Security Awareness Campaign](#), a framework that helps information security professionals and IT communicators as they develop or enhance their security awareness plans. Each year the campaign includes 12 blog posts on monthly topics with ready-made web and social media content that makes it easier to keep a steady stream of security and privacy best practices prominent in campus communications.

Generali Global Assistance (GGA):

- **Goal:** Position GGA as a thought leader in identity protection, mitigation and preparedness for businesses and consumers by launching initiatives that support our role as a NCSAM Champion.
- **Messaging:** As data breaches become the new norm in today's world and identity theft continues to rise, we need to educate everyone - businesses and consumers - on their role and responsibilities in preventing and mitigating the effects of identity theft and fraud.
- **Results:**
 - **Content**
 - **Weekly blogs published on the GGA corporate site** on the following topics:
 - **9/26:** [Cybersecurity & Identity Protection. You Can't Have One Without The Other.](#)
 - **10/1:** [If You Collect It, You Must Protect It – Tips on Collecting, Storing and Securing Data](#)
 - **10/9:** [Social Media: How to Share Without Oversharing](#)
 - **10/17:** [Password Protection: My Mother's Maiden Name is...](#)
 - **10/24:** [Could Your Organization Spot a Fraudster Trying To Trick Employees?](#)
 - **10/29 (NCSA Guest Blog):** [Improving Your Cyber Literacy](#)
 - **Employee Education**
 - **Ran NCSAM themed graphics** featuring cybersecurity statistics on the TV monitors in the Resolution Center and the main office area throughout the month.
 - **ESET [Cybersecurity Awareness Training](#)** course for all GGA IDP employees.
 - More than 35 staff participated in introductory presentation to cybersecurity awareness training.
 - Training course was available Oct. 1 – Dec. 2 to help ensure all staff have enough time to take course.
 - Certificate recipients to be included in \$100 gift card raffle to help incentivize participation in training course.

- **Social Media Challenge: Most Engaged (Staff) Follower**
 - Held month-long social media contest to help involve staff in NCSAM efforts and help spread awareness about identity protection and cybersecurity best practices.
 - Staff social media participation increased significantly due to contest.
 - Contest winner followed GGA IDP social media channels and interacted with nearly all GGA IDP social media posts. Winner received bragging rights.
- **Events**
 - **ScamAssist™ Promotion** - Provided service for free to all consumers during October.
 - Consumers must initiate their request in October.
 - Cases will be serviced until the cases are closed, even if that period extends past October.
 - **Facebook Live Event: Ask an Identity Theft Resolution Specialist!**
 - At the end of the video, we had 54 views. By the end of the day, we had 105 views, and we currently have **170 views** on the video!
 - **Reached 267 people**
 - **3 Shares**
 - **196 Engagements**
 - **Social Media**
 - **Social media audience increased** across all platforms (Twitter, LinkedIn, Facebook) **by 2.42%**.
 - **Published 196 posts**, including NCSAM social graphics, curated content, blog promotion, ScamAssist promotion, and Facebook Live event promotion.
 - **Interactions with social posts increased by 217.71%**
 - **33 social media shares**
 - **5,359 impressions**

George Washington University (Washington, D.C.):

- National Cybersecurity Awareness Month at George Washington (GW) was packed. GW Information Security hosted promotional tables and events on multiple campuses with the help of GWIT Communications. Each promotional table featured prizes for those who spun the “prize wheel” and answered Information Security quiz questions correctly. We featured several large-scale events throughout the month, including a panel of professionals from GW Information Security talking about what exactly they do, how it affects GW and answering audience questions. We hosted two instances of Cybersecurity Jeopardy on Foggy Bottom and Virginia Science and Technology campuses, a webinar “How is Security Your Responsibility?”– and most notably – white hat hacker Rachel Tobac as our primary keynote speaker, who shared her human hacker playbook with us.
- The event above was followed up by a second keynote by Juliet Okafor, who is both a sales and diversity leader in cybersecurity, and spoke about how security is both an individual and a team sport. We featured an installation of a “dirty desk” at Virginia Science and Technology Campus to teach clean desk behavior. Participants who picked out all present security risks on the desk were entered into a contest to win our NCSAM 2019 limited edition t-shirt.
- Finally, we participated in an annual event called Tech Expo which featured vendors and departments on GW’s main campus to offer students a chance to interact with vendors, products, and teams to learn more about what we do. During this time, our Twitter and blog presence was also amplified. We selected a weekly theme from Own IT. Secure IT. Protect IT. We also utilized and encouraged attendees at our events to use the hashtags #CyberAware and #BeCyberSmart.
- The above said, we do not have a lot of metrics to measure our efforts because this is the first year that we have had a Full Time Employee dedicated to building a Security Awareness Program. We

did, however, have 87 people attend the intro event, 94 at our main keynote event, 52 at the second keynote and 54 who participated in our clean desk contest.

Google: On Oct. 2, Google released two blog announcements related to new privacy settings and a password checkup tool to encourage best user practices across their platforms, including Google Assistant, YouTube and Maps. Their recommendations were picked up in publications, including Bustle, Gizmodo, USA Today, NBC News, the Verge, the Hill, MSN and Fortune. Their news was seen by as many as 1.5 billion readers internationally – measured in page views from unique articles that covered the two initiatives.

Note: Summary written by NCSA.

Inspired eLearning:

- [Cybersecurity Awareness Month Information Hub](#) in the Resources section of our website.
 - Broke out the month into weekly themes with email campaigns, posters, screensavers, whitepapers and webinars relating to each theme
 - Week 1: Email Phishing
 - Week 2: Alternative Phishing Methods (Vishing, SMiShing, USB Baiting)
 - Week 3: Physical Social Engineering
 - Week 4: Prevention and Protection
 - We delivered 82,709 emails to customers and prospects promoting our NCSAM resources.
 - Average metrics: 18.3% Open Rate; 15.9% Click; 32.11% Click-To-Open ratio; 0.2% Unsubscribe
 - Our NCSAM Hub had 793 pageviews with an average time on page of 2:02 minutes
 - Screensavers and posters were downloaded 512 times
 - Social Media Safety Tips Infographic was downloaded 30 times.

LogMeIn: This year we focused on the themes of strong passwords and password security (using LastPass), physical security and hacking, data privacy and protecting our customers' data along with how employees can access our security resources.

Some additional highlights include the following:

- We had approximately 230 folks join an internal Slack channel with great engagement as team members worked to get their LastPass security scores up with our internal LastPass Challenge.
- More than 400 employees tuned in to a webinar session where we teamed up with our cyber intelligence threat partners for a physical hacking simulation and showcased how tailgating can ultimately lead to data loss.
- Created an interactive video with our employees about data privacy, including a Pie in the Face (the game) trivia quiz. It was a big hit with hundreds of views and showcased on our digital displays globally and via the intranet homepage.
- Externally, we took over the LogMeIn Instagram account for a day and shared security best practices and how we celebrate National Cybersecurity Awareness Month with ~600 views.
- Hosted our first global Capture the Flag online challenge for our engineering community's participation.
- Held security-themed 'escape rooms' for our employees and executives – approximately 80 people – in our Boston and London offices. It's a 20-minute escape challenge, competes for the quickest time and is a great team-building activity.

MediaPRO:

- MediaPRO produced a downloadable security awareness campaign kit to help members of the public promote National Cybersecurity Awareness Month within their organization.

- The overall theme of this campaign kit is a MediaPRO-built interactive learning experience called “Cyber Falls,” accessed via <https://cyberfalls.io>, with the interactive content elements and videos accessible from this site. Cyber Falls, an “Everytown USA”, utilizes interactive content and a touch of humor to illustrate the many ways cyber threats reach into the lives of your colleagues, family and friends.
- The kit included the following components:
 - Mini “Security Check Up” interactive assessment
 - Minigame focused on protecting personal data
 - 5 videos
 - 2 infographics and 7 posters
 - Sample emails for program managers to send to employees sharing these resources
 - “How-to” Guide with five-week communications calendar and ideas for using these resources within a company
- The content focused on the following eight risk areas:
 - Incident Reporting
 - Physical Security
 - Personal Information
 - Safe Social Media Use
 - Cloud Computing
 - Working Remotely
 - Phishing Awareness
 - Identifying Malware
- Results:
 - **Views on Kit Download Landing Page:** 4,136
 - **Unique Downloads:** 591
 - **Conversion Rate:** 14.3%
 - **Unique Page Views to cyberfalls.io (10/1-10/31):** 19,498
 - **Avg. Time on Page:** 00:02:35
 - Review of the web analytics for cyberfalls.io showed that throughout October users visited the various Cyber Falls resources associated with the theme of the given week. This indicates that program managers who used these resources followed the cadence for distribution suggested in the communications calendar provided in the kit.

Mimecast: As part of their awareness training, Mimecast filmed several videos with host, “Human Error”, and featured NCSA’s executive director, Kelvin Coleman: <https://www.youtube.com/watch?v=3BieUXG68p4&feature=youtu.be>. The video was viewed 1,559 times.

MS-ISAC:

Description of NCSAM Initiatives

The MS-ISAC® is the U.S. Department of Homeland Security’s (DHS) designated key resource for cyber threat prevention, protection, response and recovery for all U.S. State, Local, Tribal and Territorial (SLTT) governments. Every month we disseminate a Monthly Newsletter to our member organizations with the objective to provide end-user cybersecurity education. We ensure that our Newsletters are not only sent out to our member organizations but to anyone who signs up for our public distribution.

Additionally, our Newsletters are also available for download as word documents. With the Newsletters being downloadable, this allows individuals to utilize them at their workplace and develop an in-house cybersecurity awareness program. In other words, we encourage our recipients to put their name and organization letterhead on it and pass these off as their own. This is especially beneficial to

organizations which might not possess the resources or funds to create a cybersecurity program, however, with the help of our Newsletters, they can start one free of charge!

Thus, our campaign is based on increasing cybersecurity awareness across the nation, and during the month of October (NCSAM), we sought to do this by utilizing our Newsletter to highlight “Own IT. Secure IT. Protect IT.” We believe this year’s overarching message (Own IT. Secure IT. Protect IT.) not only encouraged personal accountability and proactive behavior in digital privacy, but also promoted security best practices, consumer device privacy, e-commerce security as well as various cybersecurity focused careers.

Measurable Results/Metrics

At the MS-ISAC, we are growing more rapidly every day. Between the large amount of SLTT governments that make up our member organizations and all who aren’t members but are still utilizing our Newsletters, we are well aware that our readership is increasing and will continue to increase at a very promising rate. Thankfully, our Newsletters can reach beyond the scope of our member organizations, and thus, have endless potential to help any organization or individual across the country.

Partner Events

More than two dozen events were submitted to NCSA’s Community Events Calendar housed on staysafeonline.org from organizations including Symantec, Amazon Web Services, CyberScoop, The Center for Cyber Safety and Education, EDUCAUSE and LastPass.

NCSA Support at Partner Events

- **Oct. 2 and Oct. 17: Continuum Cybersecurity Conference** Daniel Eliot delivered keynote remarks at conferences in Las Vegas and Pittsburgh which focused on cybersecurity for Managed Services Providers.
- **Oct. 11: Marquette University’s Center for Cybersecurity Awareness & Cyber Defense’s “Colloquium on Cybersecurity Awareness”** Daniel served on a panel with representatives from the National Security Agency and Federal Bureau of Investigation to discuss NCSAM and to address public/private partnerships in cybersecurity.
- **Oct. 15: Middle TN Cybersecurity Summit at Middle Tennessee State University** The event, entitled General and Technical Cybersecurity, included a hands-on Capture the Flag exercise which was hosted by TN Department of Safety and Homeland Security. Daniel delivered breakout remarks highlighting the topic of Building and Sustaining a Cross-Functional Organizational Culture of Cybersecurity.
- **Oct. 25: Colorado Springs Cybersecurity Summit** Daniel shared keynote remarks focusing on the small business community.

Digital and Social Media Overview

StaySafeOnline.org Website Analytics for October

- Sessions: 150,207 (7% increase from 2018)
- Unique visitors: 124,393 (15% increase)
- Page views: 334,189 (9% increase)

Digital Advertisements

- NCSA setup 11 Spotify Ads to promote NCSAM, which were served a total of 408,793 times in October, with a reach of 388,161. These ads were clicked on a total of 2,232 times to staysafeonline.org/ncsam.
 - The ads included topics such as ransomware, emails and banking, data breaches, cybersecurity careers and highlighted seasonal themes such as Halloween and pumpkin spice lattes.
- NCSA setup five NCSAM Facebook ads during October. These ads had a reach of 749,630 and were clicked on 7,217 times to staysafeonline.org/ncsam.

#CyberAware and #BeCyberSmart Usage

September

- Mentions: 8,841 tweets with #CyberAware and/or #BeCyberSmart
- People: 3,116 users tweeted with the hashtag(s)
- Total potential reach: 7,361,919
- Total potential impressions: 46,441,275

October

- Mentions: 86,624 tweets with #CyberAware and/or #BeCyberSmart
- People: 29,215 users tweeted with the hashtag(s)
- Total potential reach: 56,584,594
- Total potential impressions: 732,118,585

Social Media Highlights

@StaySafeOnline Twitter Account

- Sent out 359 tweets
- Gained 1,540 followers
- Tweet Impressions: 3.91M

NCSA Facebook Page

- Net Page Likes: 369
- Engagements: 13,973
- Impressions: 1,680,085

NCSA LinkedIn Page

- Net Follower Growth: 367
- Total engagements: 1,149
- Impressions: 24,483

Impressive Partner Social Media Initiatives

- @Android tweeted a video on "[How to protect your privacy with Android](#)" on Oct. 30 to its 10.9 million followers using #BeCyberSmart.
- @DeptofDefense, which has 5.9 million followers, tweeted a [video](#) about protecting official government IT systems by not plugging in any unknown USB devices and used #BeCyberSmart.
- @FBI tweeted multiple times throughout October to its 2.6 million followers using #CyberAware, tagging @StaySafeOnline and utilizing the following NCSAM social media graphics – starting on Oct. 1 with "[Own IT. Secure IT. Protect IT.](#)" Other notable tweets included:
 - "[Never Click and Tell](#)"
 - "[Play Hard to Get With Strangers](#)"
 - "[If You Collect it Protect It](#)"
 - "[Double Your Login Protection](#)"
 - "[Shake up your passphrase protocol](#)"
 - "[Stay Protected While Connected](#)".
- @FCC tweeted #NCSAM to more than 711,000 followers and retweeted NCSA posts throughout the month on how to "[Keep Tabs on your Apps](#)" and reminding followers that "[Cybersecurity is Everyone's Job](#)".
- @NSAGov, tweeted frequently about various cybersecurity topics and events to its 613,000 followers, using #CyberAware and #BeCyberSmart.
- @NSAGov tweeted a [poll](#), asking "Which safe practice are you most likely to adopt during #NCSAM2019 to #BeCyberSmart?" With 42 percent of the 665 respondents answering "two-factor authentication".

- @NSAGov also tweeted multiple videos in support of NCSAM on subjects including: [NSA's mission to prevent and eradicate cyber threats](#), [a virtual tour of technologies used in our homes](#), and [helping your kids become #CyberAware](#).
- @Nasdaq tweeted frequently about NCSAM throughout the month to more than 553,000 followers [recognizing our shared responsibility to address cyber threats](#)
 - @Nasdaq highlighted the NCSAM “Own IT. Secure IT. Protect IT.” [theme](#), as well as [NCSA](#) and [DHS](#) leadership.
 - @Nasdaq tweeted original videos and content during October on [Women in Tech](#), [how to build a solid cybersecurity program](#), as well as a [#TradeTalk](#) on “Own IT. Secure IT. Protect IT”, and an article on [creating a strong cyber risk governance framework](#).
 - @Nasdaq and @Staysafeonline live tweeted the NCSA / Nasdaq Cybersecurity Summit on Oct. 8, while highlighting [NCSAM](#).
 - Nasdaq also live tweeted the summit from @NasdaqCorpGov
 - <https://twitter.com/NasdaqCorpGov/status/1181640631543898112>
 - <https://twitter.com/NasdaqCorpGov/status/1181634670091485186>

The following organizations also tweeted about NCSAM using #CyberAware and/or #BeCyberSmart: @SBA (481K followers); @BankofAmericaNews (458K followers); @USCommerceDept (364K followers); @WellsFargo (311K followers); @USArmyReserve (288K followers); @FireEye (258K followers); @Symantec (208K followers); @ESET (278K followers); @RSA (115K followers); @McAfee (115K followers); @VISANews (104K followers) and @ATTCybersecurity (80K followers).

Webinars

During the August – October timeframe, NCSA participated in a number of webinars highlighting NCSAM:

- **July 17 STOP. THINK. CONNECT.™ Partner Call:** DHS and NCSA showcased NCSAM and its new theme on each monthly STC webinar leading up to October. The July webinar focused on “Own IT.” messages and calls to action.
- **Aug. 14 STOP. THINK. CONNECT. Partner Call:** DHS and NCSA continued to share information about how to get involved in October. The August webinar highlighted the “Secure IT.” messages and calls to action.
- **Aug. 15 How To Get Involved in NCSAM Webinar:** Jennifer Cook and Danielle Taylor hosted a webinar on NCSAM and spoke about the new theme and branding, calls to action, Champions and ways to get involved. On behalf of CISA, Nancy Limauro presented the new toolkit and shared information about various CISA activities. The webinar was well attended by approximately 250 listeners.
- **Sept. 11 STOP. THINK. CONNECT. Partner Call:** Similar to the previous two STC webinars, DHS and NCSA brought participants up to date on the latest NCSAM news. The September webinar focused on “Protect IT.” messages and calls to action.
- **Sept.11 Spiceworks Webinar:** Jennifer co-presented with NCSA board member Lisa Plaggemier, Chief Evangelist at Infosec, on NCSAM – providing an overview of the month’s theme, messages, events and ways Spiceworks members can get involved. (Spiceworks is a professional network for the information technology industry.)
- **Oct. 3 MS-ISAC Webinar:** Jennifer co-presented with Nancy Limauro during the MS-ISAC’s national webinar where they shared the month’s theme, messages, events and highlighted ways for partners and individuals to engage. The webinar had approximately 500 listeners.
- **Oct. 9 CyberSecure My Business Webinar:** Daniel Eliot moderated a webinar entitled “Cybersecuring the Supply Chain – Make Cybersecurity A Competitive Advantage” and provided resources/guidance on how to take your supply chain risk strategy to the next level.
- **Oct. 23 STOP. THINK. CONNECT. Partner Call:** CISA and NCSA co-hosted a special panel session in honor of NCSAM with Bradford Willke, Assistant Director (Acting) for Stakeholder Engagement, CISA; Kelvin Coleman, Executive Director, NCSA; Amy Baker, Vice President,

Security Awareness Training Strategy and Development, Proofpoint; and Brian Conrad, Program Manager of Cybersecurity, Federal Risk and Authorization Management Program.

- **Oct. 28 NYC Emergency Management Webinar:** Daniel Eliot facilitated an hour-long webinar for the NYC Emergency Management Association, providing an overview of NCSAM and CyberSecure My Business core content.
- **Oct: 29 SBA Cybersecurity for Social Media Webinar:** Daniel hosted this webinar for U.S. Small Business Administration public relations and communications professionals on the topic of “Cybersecurity for Social Media.” He also shared relevant information about NCSAM. The webinar was recorded and posted for all SBA staff to view.

Blogs

During October, NCSA added 23 posts to the Stay Safe Online blog, which included 19 guest submissions. The blogs addressed a variety of highly relevant topics including but not limited to MFA adoption on college campuses; phishing and data breach transparency; improving cyber literacy and neurodiversity and the critical importance of cyber safety in early childhood education. The following organizations contributed blogs: Bank of America; Center for Cyber Safety and Education; Cofense; EDUCAUSE; Elevate Security; ESET; Federal Trade Commission; Generali Global Assistance; ITRC; LastPass; McAfee; Proofpoint; RSA; SafeGuard Cyber; Symantec Corporation; Webroot and Wells Fargo. You can read the blogs here: [NCSAM 2019 blogs](#). In addition, NCSA published four blogs that highlighted Own IT., Secure IT. and Protect IT. in addition to tips and resources for small and medium-sized businesses.

Traditional Media

Thanks to widespread partner, government and industry participation, the global reach of articles that specifically mentioned National Cybersecurity Awareness Month by name doubled from 2018 – supported by close to 3,000 unique articles⁷ – increasing from 2.3 to 5 billion unique views in 2019. Of these articles, 1,970 were generated via U.S.-based media and reached 3.5 billion+ unique views. More than 1,900 broadcast segments aired nationwide during September and October – representing a significant increase over 2018.

This media success was supported by NCSA and CISA collaboration, starting in July and lasting through NCSAM. Regular calls – held on a weekly basis – enabled the teams to develop themes, topics and messaging and strategize across a broad range of editorial opportunities, new partner initiatives and events. Both traditional and social media outreach was ongoing and developed to highlight the new theme and messaging, local opportunities and related news-of-the-day.

These stories showcased a range of key topics and tip sheets for the month; featured NCSA, CISA and its partners; drove behavior changes with readers and exhibited messaging alignment. Some notable stories include:

- **Federal News Network** (Features CISA’s Erin Shepley): [CISA kicks off Cybersecurity Awareness Month in time for new national security adviser](#)
- **Bustle:** [How to keep your online passwords safe if you're constantly on Google](#)
- **NerdWallet** (Features quotes by Kelvin Coleman and Erin Shepley): [The Technophobe’s Guide to Cybersecurity](#)
- **ITSP Magazine:** [National CyberSecurity Awareness Month | NCSAM 2019 | A Conversation With Kelvin Coleman And Angel Grant](#)
- **ABC 7 Chicago:** [National Cybersecurity Awareness Month: How to keep yourself protected online](#)
- **ZDNet:** [What CISOs need to do to maximize National Cybersecurity Awareness Month](#)
- **KSL:** [Oversharing: why experts say what you put on social media can hurt you](#)
- **Forbes:** [Think Safety When Using Social Media](#)

- **Faith, Health and Home** (Features interview with Kelvin Coleman): [How to Keep Your Family Safe Online: Expert Advice for National Cybersecurity Awareness Month](#)
- **Newsweek**: [FBI Warns of hidden online shopping threats, including e-skimming, 'magecart attacks'](#)

The articles above represent just a small sampling of coverage. NCSAM 2019 was also showcased in a variety of widely-read publications including USA Today, NBC News, Wall Street Journal, Politico, PC Mag, Fox Business, Fast Company, ZDNet, MSN, The Verge, Engadget, Fortune, The Next Web and other top-tier, industry, trade and regional market publications.

Broadcast

There were 1,953 broadcast segments during the NCSAM timeframe, which reached an estimated audience of 12,972,118 nationwide.⁸ These stories exemplified the strong adoption of Own IT. Secure IT. Protect IT., and shed light on partners and Champions' engagement nationwide while featuring topics with the NCSAM tip sheets. The number of broadcast segments increased 67 percent⁹ from 2018 and reach effectively doubled¹ thanks to partners' heavy involvement and support.

Nasdaq

This year's NCSA and Nasdaq Cybersecurity Summit, "The State of Cybersecurity: Securing Continuous Connections," examined the impact of 5G, AI and quantum computing on consumer privacy and the evolving cyber threat landscape. The event featured an impressive roster of industry experts from the NYS Division of Homeland Security and Emergency Services, New York University, Verizon, UCLA, ESET, Uber, Bank of America, Lenovo, KnowBe4, Next Peak, Forescout, Rensselaer Polytechnic Institute, MITRE, NIST, the University of Maryland and Nasdaq.

A keystone event during NCSAM, the Summit continues to be a valuable resource for reporters. Sixteen media RSVP'd and 12 attended in person, conducting interviews on site with experts. Reporters on premises included:

- Jenny Schlesinger, **CNBC**
- Kevin Collier, **CNN**
- Alfred NG, **CNET**
- Bree Fowler, **Consumer Reports**
- Jeff Stone, **CyberScoop**
- Scott Furguson, **Information Security Media Group**
- Jeff Kutler, **Institutional Investor**
- Justin Smulison, **Risk Management Monitor**
- Teri Robinson, **SC Media**
- Paul Wagenseil, **Tom's Guide, Laptop Magazine**
- Adam Janofsky, **WSJ Pro Cybersecurity**
- James Rundle, **WSJ Pro Cybersecurity**

As a result of the event, below is a list of several impactful stories that included speakers/experts:

- **WSJ Cybersecurity Pro**: (link not available; paywalled content): Emerging Technologies Hit a Barrier In Privacy Laws
- **CNBC**: ["What 'Deepfakes' Are and How They May be Dangerous"](#)
- **WSJ Cybersecurity Pro**: (link not available; paywalled content): Reporter's Notebook: The NCSA-Nasdaq Summit
- **Data Breach Today**: [Analysis: Twitter's Phone Number Repurposing 'Mistake' Also 5G Security Issues; Internet Organized Crime Threat Assessment](#)

Endnotes

1 The increase in audience is measured by unique page views. The unique page views for articles that included “Our Shared Responsibility” in 2018 was 261,408,726 whereas the unique reach of articles that included “Own IT. Secure IT. Protect IT.” in 2019 was 416,427,696. For purposes of this report, “unique page views” refer to the number of individuals requesting pages from a website during a given month. This measurement of reach can be the result of original media articles or press releases that have been distributed. Meltwater, NCSA’s media intelligence platform, is provided with these numbers from SimilarWeb.

2 5 billion views = 5,070,537,261 page views for 2019 of articles that included National Cybersecurity Awareness Month by name in Spanish or English. This compares to 2,268,109,966 page views in 2018.

3 3.5 billion+ = 3,533,440,294 page views

4 There were 257 unique articles that referenced Own IT. Secure IT. Protect IT. in 2019 vs. 93 unique articles that referenced Our Shared Responsibility in 2018. For purposes of this report, “articles” refer to original media coverage and do not include press releases or press release pickups.

5 There were 22 unique press releases that referenced Own IT. Secure IT. Protect IT. in 2019 vs. 11 unique press releases that referenced Our Shared Responsibility in 2018.

6 Broadcast reach numbers are compiled with the support of metrics partner Critical Mention, which reports the average number of viewers to a program.

7 Close to 3000 = 2979 unique articles

8 Broadcast segments increased from 1170 segments in 2018 to 1953 segments in 2019.

9 Broadcast reach increased from 6,396,350 viewers in 2018 to 12,972,118 viewers in 2019.