

# 2019 Results

Presented by  NATIONAL CYBERSECURITY ALLIANCE

## NCSAM 2019 Toolkit

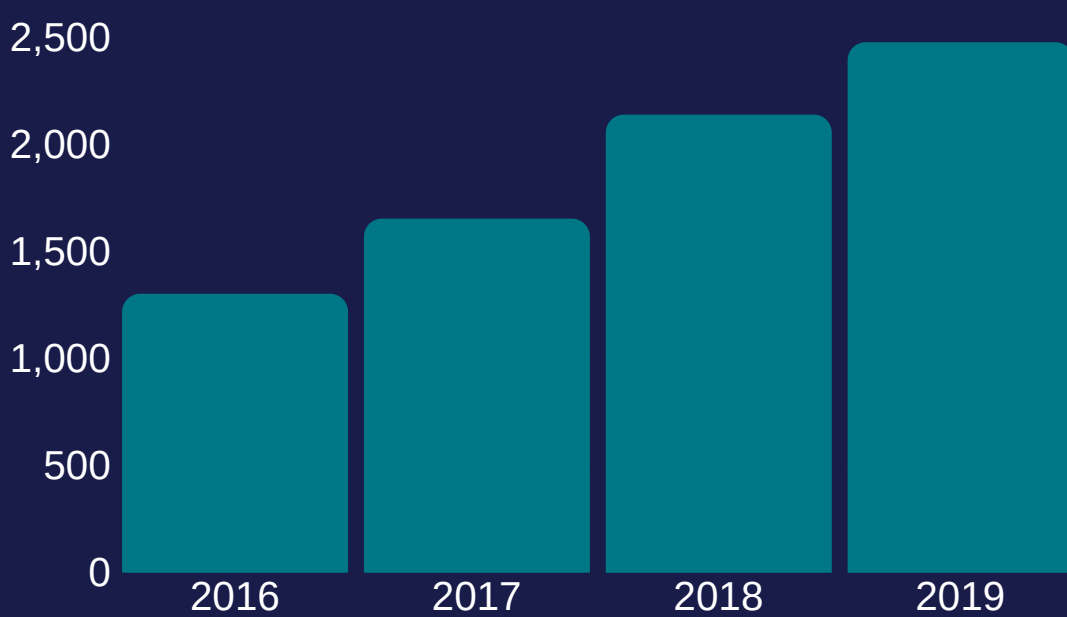


**17,118** total downloads

(from mid-August to end of October)

## Champions

**2,477** organizations and individuals registered as 2019 Champions



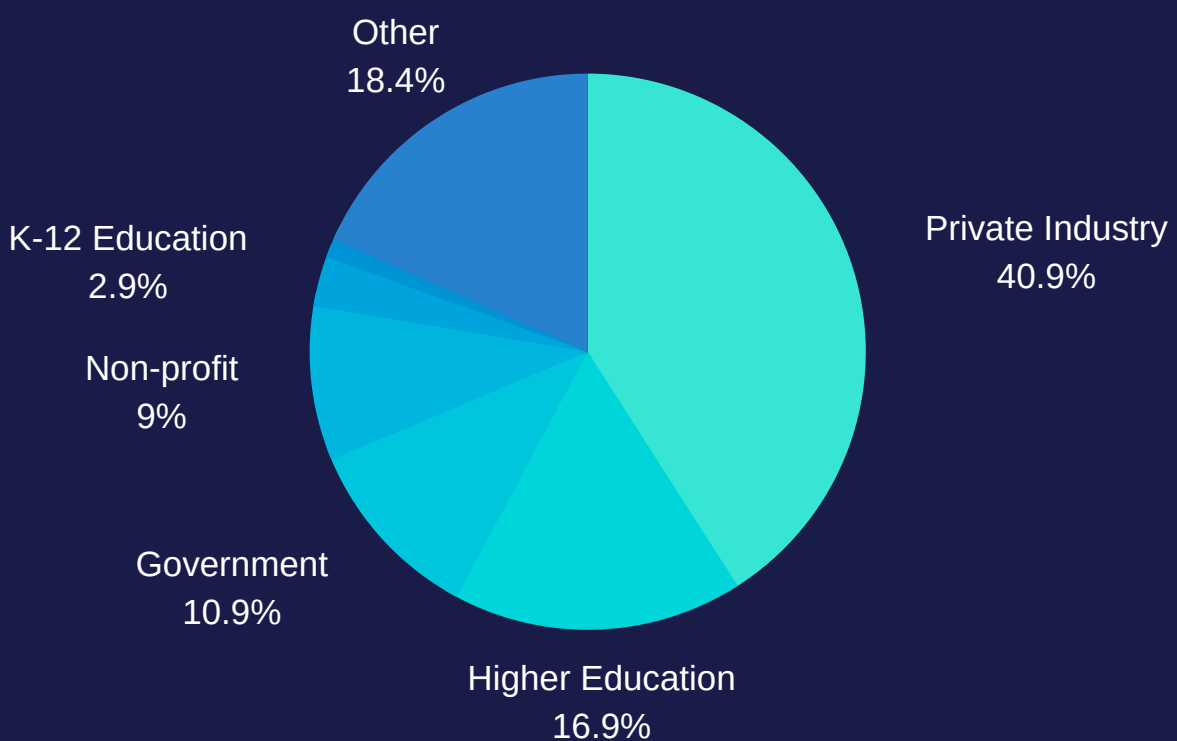
Average Champion registration increase: **+23%** year over year

**93%** used the Own IT. Secure IT. Protect IT. theme in their activities

Combined estimated reach of all Champion organizations:

**50.4 million**

### Champions represented various sectors



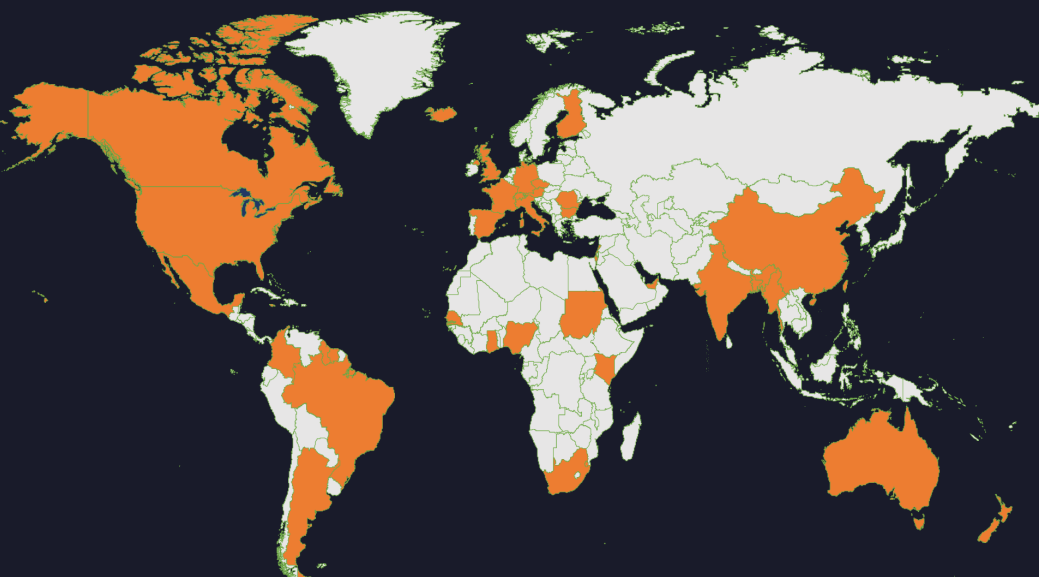
### Champion Geographical Reach

**40**

Countries

**50**

States



# Traditional Media

## NCSAM Stories and Reach



**3K** unique articles  
**100** press releases  
**124%** increase in global reach over 2018

These stories resulted in:



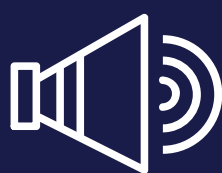
**5 billion** Global views

**3.5 billion** National views

In its inaugural year, "Own IT. Secure IT. Protect IT." was well received with

**60%**

more global readers than 2018's NCSAM theme



**+1.9K** broadcast segments conducted  
**~13M** people reached

# Digital and Social Media



## StaySafeOnline.org Website Analytics (Oct 2019)

**+150k**  
sessions

**+124k**  
unique visitors

**+334k**  
page views

**7%**  
increase from 2018

**15%**  
increase from 2018

**9%**  
increase from 2018



## #CyberAware and #BeCyberSmart Usage (Sept - Oct 2019)

**+95k**  
tweets with #CyberAware  
and/or #BeCyberSmart

**+32k**  
users tweeted with the hashtags

**63.9 million**  
Total approx. reach

**778.4 million**  
Total approx. impressions

Partners who helped promote the NCSAM hashtags include:

@Android; @DeptofDefense; @FBI; @FCC; @NSAGov; @Nasdaq;  
@SBA; @BankofAmericaNews; @USCommerceDept; @WellsFargo;  
@USArmyReserve; @FireEye; @Symantec; @ESET; @RSA;  
@McAfee and @VISANews

[staysafeonline.org](https://staysafeonline.org)