ABOUT THE NATIONAL CYBER SECURITY ALLIANCE

The National Cyber Security Alliance (NCSA) is the leading neutral nonprofit, public-private partnership devoted to educating and empowering our global digital society to use the internet safely and securely. Our core strengths are to educate, convene and amplify.

Both the private sector and the federal government look to NCSA as the leading organization with which to engage on cybersecurity awareness issues and activities.

NCSA'S KEY EDUCATIONAL PROGRAMS AND ACTIVITIES INCLUDE

- National Cybersecurity Awareness Month (NCSAM)
- NCSA and Nasdaq Cybersecurity Summit
- Data Privacy Day
- CyberSecure My Business™
- STOP. THINK. CONNECT.™

THE NEED

Businesses and consumers must understand key cybersecurity issues and how to protect themselves against bad actors in a fast-moving technological environment.

NCSA'S IMPACT

- 630,000+ SOCIAL MEDIA FOLLOWERS AND LIKES
- 1.46 MILLION+ PAGEVIEWS 2018-2019
- 3.3 BILLION MEDIA REACH FOR NCSAM 2018
- 2 BILLION+ MEDIA REACH FOR DATA PRIVACY DAY 2019

NCSA'S BOARD MEMBER COMPANIES

- ADP
- American Express
- Bank of America
- Cisco
- Cofense
- Comcast Corporation
- Eli Lilly and Company
- ESET North America
- Facebook
- Google
- Infosec
- Intel Corporation
- LogMeIn
- Marriott International
- Mastercard
- Microsoft Corporation
- Mimecast
- Proofpoint
- Raytheon
- Symantec Corporation
- Trend Micro
- Uber
- US Bank
- Visa, Inc.
- Wells Fargo

CUSTOM CAMPAIGN OPPORTUNITIES

NCSA regularly works with businesses of all sizes, from start-ups to Fortune 100 companies, to create targeted, engaging campaigns that leverage the mutual reach and goals of the participating organizations.

The budget for each campaign is dependent upon the identified project scope and anticipated goals.

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CUSTOM CAMPAIGNS

#UPDATEMEOW

NEW YEAR’S RESOLUTION? STOP HITTING “PAWS” ON THAT SYSTEM UPDATE.

#UPDATEMEOW

In 2019, NCSA, Intel and Microsoft collaborated to launch a national campaign to encourage users to update their software by leveraging the online popularity of cats. The hashtag #updatemeow was created and social media strategy was developed to promote.

ELEVATE SECURITY CAMPAIGN

Three Behavioral Science Approaches You Should Be Using in Your Cybersecurity Awareness Program

NCSA and Elevate Security joined forces in 2020 to host a 4-part webinar series targeting the security awareness practitioner, with 2 in-person CISO events and a series of blog posts. NCSA leveraged its

NCSA will work with your team to:

- Identify scope of work and budget for the project
- Lead/ co-lead planning & strategy meetings
- Implement the project with help from our PR team
- Measure the project
- Projects must be related to cybersecurity or privacy and cannot be intended to promote a specific product or service.

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