



CYBERSECURITY AWARENESS MONTH

2020 Highlights

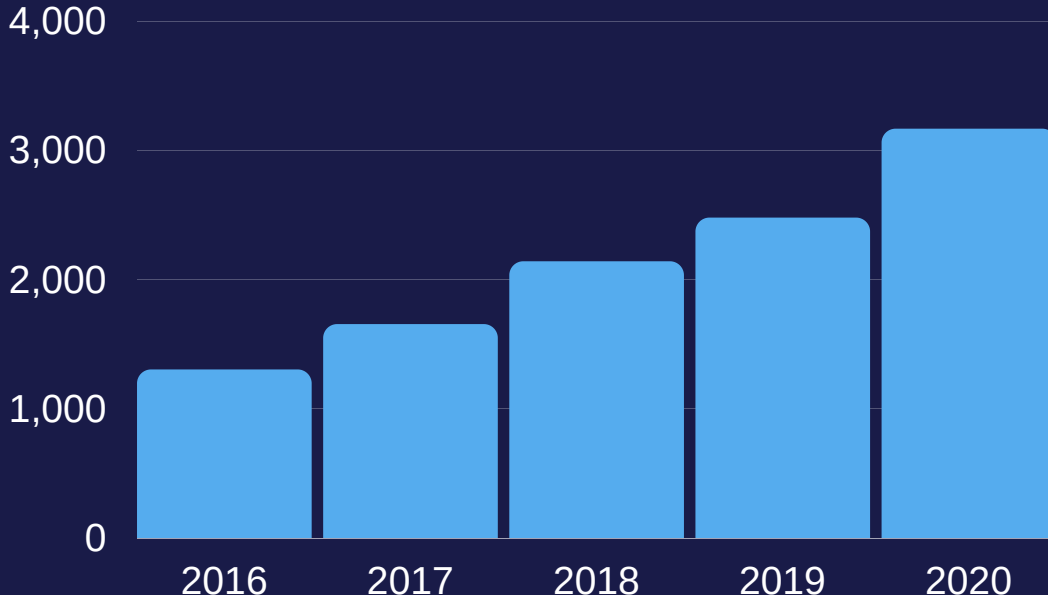
Presented by NATIONAL CYBERSECURITY ALLIANCE

2020 Logo

The new Cybersecurity Awareness Month logo was downloaded over **3,000** times during the month of October 2020

Champions

3,165 organizations and individuals registered as 2020 Champions

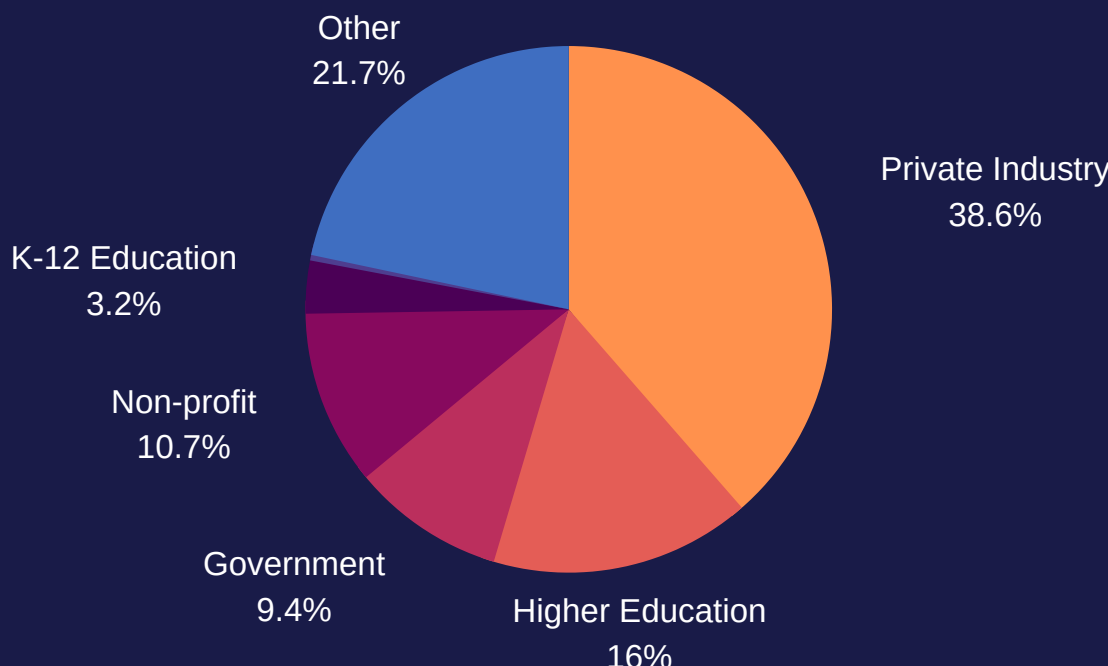


Average Champion registration increase: **+25%** year over year

95% of Champions surveyed used NCSA and/or CISA resources leading into or during Cybersecurity Awareness Month

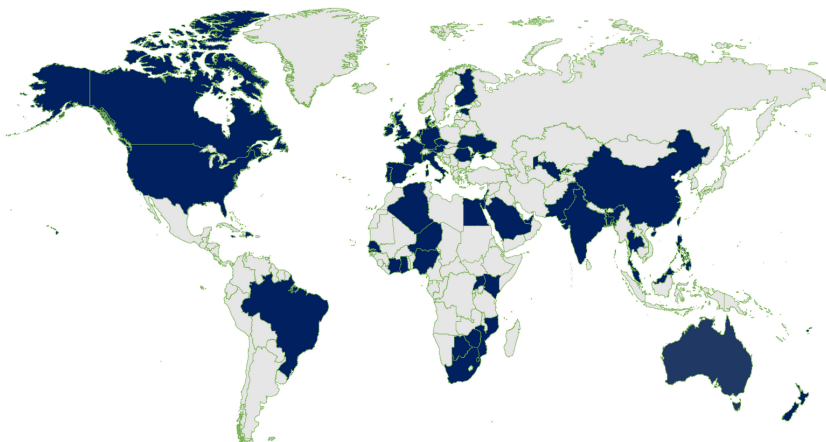
Combined estimated reach of all Champion organizations: **102,514,520 people**

Champions represented various sectors



Champion Geographical Reach

54 Countries and all **50** States



Traditional Media



8.425 unique articles were published with a global reach of over **3.1 billion**

Of those articles, **1,366** referenced the 2020 theme "Do Your Part. #BeCyberSmart", resulting in **487 million** global views

Digital and Social Media



StaySafeOnline.org Website Analytics (Oct 2020)

188.4k sessions

26% increase from 2019

157k unique visitors

27% increase from 2019

367.6k page views

10% increase from 2019



#BeCyberSmart Usage (Sept - Oct 2020)

77,117 tweets with #BeCyberSmart

70% increase from 2019

24,728 users tweeted with the hashtag

76% increase from 2019

752M Total approx. impressions

94% increase from 2019

Thank you to our partners who helped promote #BeCyberSmart in October, including:

- @Android; @BankofAmerica; @Blackberry; @CDCemergency; @CommerceGov; @Dell; @DeptofDefense; @DHSgov; @ENERGY; @ESET; @FBI; @FCC; @fema; @GoDaddy; @Google; @McAfee; @MerrillLynch; @msftsecurity; @Nasdaq; @NATO; @Norton; @NSAgov; @ProctorGamble; @robertherjavec; @RSAsecurity; @SBAGov; @TheJusticeDept; @tiktok_us; @TrendMicro; @TwitterSupport; @USArmy; @USMarines; @USNavy; @Verizon

