Champions represented various sectors:
- Private Industry: 38.6%
- Other: 21.7%
- Higher Education: 16%
- Non-profit: 10.7%
- Government: 9.4%
- K-12 Education: 3.2%

Champion Geographical Reach:
- 54 Countries
- 50 States

Traditional Media:
- 8,425 unique articles were published with a global reach of over 3.1 billion
- Of these 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
  - 157k unique visitors
  - 367.6k page views
- #BeCyberSmart Usage (Sept - Oct 2020)
  - 77,117 tweets with #BeCyberSmart hashtag
  - 24,728 users tweeted with the hashtag
  - 752M total impressions

Thank you to our partners who helped promote #BeCyberSmart in October, including:
- @Andrii @DanielMrake @Stacktrace @CGS emergency @CommerceOn @DoJ @DHS @HHS @NIST @GSA @GoDaddy @FCC @DeptofDefense
- @DHSgov @ENERGY @ESET @FBI @FCC @fema @GoDaddy @Google
- @McAfee @MerrillLynch @msftsecurity @Nasdaq
- @NATO @Norton @NSAgov @ProctorGamble @TheJusticeDept @TwitterSupport
- @USArmy @USMarines @USNavy @Verizon