



## **Cybersecurity Awareness Month 2020** **Results Report**

### **Cybersecurity Awareness Month 2020 Overview**

#### **Summary**

The 17th annual Cybersecurity Awareness Month generated impactful results with both individuals and across industries, organizations and government agencies across the country and around the globe. The National Cyber Security Alliance (NCSA) and the Cybersecurity and Infrastructure Security Agency (CISA) co-led the campaign and drove engagement by sharing key messages and best practices via user-friendly materials and resources for consumers and organizations.

The campaign's goal was to empower individuals and organizations to own their role in protecting their part of cyberspace through the month's slogan – "Do Your Part. #BeCyberSmart" – with a particular emphasis on the key message: "If you connect it, protect it."

Cybersecurity Awareness Month saw incredible global adoption of the new slogan, new logo, and messaging. Below is a snapshot of several noteworthy achievements:

#### **New Logo and Slogan**

NCSA and CISA introduced a new evergreen Cybersecurity Awareness Month campaign logo and slogan, "Do Your Part. #BeCyberSmart". These elements were created at the recommendation of industry partners of Cybersecurity Awareness Month, who asked for elements to easily incorporate into their individuals campaigns year after year. The new logo and slogan were developed with the goal of creating brand recognition around the campaign and were promoted to partners along with branding and messaging guidelines.

#### **2020 Champions**

The Cybersecurity Awareness Month campaign saw tremendous growth in 2020. 3,165 organizations and individuals became registered champions, a 47.9% increase from 2019. This included hundreds of new organizations, who found our program through the great work of our partner organizations, who promoted the program to their audiences, and the increased awareness of Cybersecurity Awareness Month and the importance of cybersecurity education.

#### **Widespread Media Coverage**

Cybersecurity Awareness Month 2020 saw widespread media coverage across the globe, with 8,425 online articles, print articles, and broadcast segments mentioning the month. These articles and segments resulted in over 3 billion unique global views between September through November 2020.

## Integration and Impact of New Evergreen Logo and Slogan

This year, NCSA and CISA launched a new logo for Cybersecurity Awareness Month, designed with the intention of creating Cybersecurity Awareness Month branding that could be used year over year, and can be easily incorporated into the marketing and branding of any company and organization.

The logo was created by FoodChain and the design was selected by the NCSA Marketing/Communications committee, who helped provide extensive feedback and input to the designer to come up with something that both industry and government can embrace. Logo branding guidelines were made available, to help partners easily incorporate the logo into their own campaigns.

- *Examples of logo usage from industry and government partners are showcased below:*



## NCSA-Created Resources

The NCSA team created many free, downloadable resources for organizations and individuals participating in the campaign, including:

### **Resources for Champions (the Champion Toolkit)**

- The following materials were created by NCSA and distributed in the Champion's toolkit
  - A PDF guide to Cybersecurity Awareness Month
  - A template PowerPoint presentation on Cybersecurity Awareness Month
  - A sample press release for Champion organizations
  - A sample employee email for Champion organizations
  - Sample social media graphics and posts
  - A link to the new Cybersecurity Awareness month logo and branding and messaging guidelines

### **Weekly Cybersecurity Awareness Month Materials**

NCSA released a series of tipsheets and videos aligned with each weekly theme. All resources can be downloaded on NCSA's website [here](#).

- Cybersecure Your Smart Home Tipsheet: Internet-connected devices are helping homeowners increase efficiency, reduce costs, conserve energy and a whole host of other benefits. However, with all of these benefits come risks to privacy and security. NCSA recommends consumers connect with caution, and take steps to secure these devices.

- Cybersecure Your Smart Business Tipsheet: Internet-connected devices are helping businesses increase efficiency, reduce costs, conserve energy and a whole host of other benefits. However, with all of these benefits come risks to privacy and security. Remember that every new internet-connected device you use is another entry point for a cyber criminal. NCSA recommends businesses connect with caution, and take steps to secure these devices.
- Your Connected Healthcare Infographic: The convergence of the internet and healthcare has created many benefits for patients and healthcare providers, but has also created vulnerabilities that cyber criminals regularly attempt to exploit. This infographic shares some of the most common ways patients and medical practitioners access health data using technology, and highlights tips to help you Do Your Part. #BeCyberSmart
- Videos
  - Cybersecure Your Smart Home
  - Cybersecure Your Smart Business
  - Securing Personal Health Data
  - The Future of IoT

## Connected Devices Survey

The National Cyber Security Alliance and Crenshaw Communications launched a national survey detailing how consumers protect themselves and their data when using connected devices. NCSA's study, compiled as part of Cybersecurity Awareness Month, surveyed 1,000 U.S. respondents in two age groups (500 ages 18-34; 500 ages 50-75) about perception and behavior around connected device security. The study was conducted from September 9, 2020 to September 16, 2020. Below are the key findings.

- Consumers confident their devices are safe, but security practices indicate otherwise
  - According to NCSA's study, 77% of consumers ages 50-75 feel moderately to highly confident that the connected devices they own are sufficiently secure. Eighty-one percent of consumers ages 18-34 feel the same way. Both segments' security hygiene practices, however, offer a competing narrative. For example:
    - More than one-third (36%) of Americans ages 50-75 rarely or never check for software updates to their connected devices
    - 54% of consumers ages 18-34 frequently connect devices to unprotected WiFi networks to access company servers, banking information and email
    - 50% of respondents ages 18-34 sometimes or never deactivate unnecessary manufacturer features such as location tracking and data sharing in newly purchased connected devices; moreover, 44% of this demographic always accepts push notifications from apps, such as requests to access location or contact data
- Older users are averse to risk of compromising personal data versus younger counterparts.
  - NCSA's report shows that users ages 50-75 are much more apprehensive about using their connected devices in ways that can compromise their personally identifiable information (PII). The following stats paint a clearer picture of this trend:
    - 42% of respondents ages 50-75 never use public WiFi with their connected devices to access work data, banking info or email
    - 68% of users 50-75 will only download apps from trusted sources and only 23% are very comfortable using cloud storage to back up data
- Fewer older employees felt prepared by IT teams to work from home (WFH); they also outpaced younger workers in enacting the most basic device security protection measures
  - Compared with their younger counterparts, fewer older respondents felt that their companies had prepared them well for the transition to a fully remote environment. When asked about personal WFH security precautions, respondents aged 50-75 were more vigilant when it came to the basics like regularly updating antivirus and firewall software. According to the statistics:

- 64% of remote workers ages 50-75 felt partially or very prepared by company IT policies to switch to a WFH arrangement; 83% of those ages 18-34 felt the same
- 49% of employees ages 50-75 ensure better WFH security by regularly updating antivirus, anti-malware and firewall software on their devices; only 33% of younger workers did the same
- Remote workers ages 18-34, however, took a more high-tech approach toward WFH security, choosing to prioritize use of Virtual Private Networks (60%) and multi-factor authentication (46%) for all devices on their networks.

The full survey can be viewed [here](#).

## **Events**

### **NCSA-led Virtual Events**

- **July 22: How to Get Involved in Cybersecurity Awareness Month:** NCSA and CISA shared an in-depth dive into the campaign during this special webinar by providing an overview of the new theme, reviewing materials in this year's toolkit and sharing tips and advice for launching your own initiatives!
- **October 1: Cybersecurity Awareness Month Hill Kick Off: Cyber Threats and Cybersecurity in Healthcare Today:** Experts from industry and government discussed the emerging threats facing the healthcare industry and consumers, and the steps we need to take to protect our nation's healthcare and public health sector. Speakers included representatives from CISA, NCSA and the Congressional Cybersecurity Caucus.
- **October 6: Usable Securing: Effecting and Measuring Change in Human Behavior, A NCSA and Nasdaq Cybersecurity Summit:** Public and private-sector experts from various industries and disciplines came together to discuss innovations and best practices in technology/product design with a human-centric focus, best practices for implementing and measuring effective training and awareness programs, and highlighted current methods cyber threat actors are using to manipulate human behavior. Speakers included representatives from CISA, Nasdaq and NCSA.
- **October 8: Do Your Part. #BeCyberSmart Twitter Chat:** @staysafeonline and @IDTheftCenter came together to host a Twitter chat! During October, we encouraged everyone to own their individual role in protecting their part of cyberspace. This Twitter Chat featured: the month's weekly themes, practical steps individuals can take to better secure themselves, helpful resources, and much more! The #BeCyberSmart Twitter Chat featured helpful information and resources from NCSA and our partners.
- **October 13: Smart Devices Need Smart Security: Securing Your Business in an Internet of Everything World:** To recognize Cybersecurity Awareness Month, NCSA and partners came together on October 13th to discuss smart device security for small & medium-sized businesses. As you purchase more of these smart devices/internet of things devices (IoT) and bring them into your home and business, what are the security risks? What steps can you take to minimize those risks? What are policy considerations for employees using smart devices?
- **October 14: Stop.Think.Connect Partner Webinar:** In honor of National Cybersecurity Awareness Month, the Cybersecurity and Infrastructure Security Agency and the National Cyber Security Alliance hosted a special STOP. THINK. CONNECT.™ (STC) Partner Call on Wednesday, October 14, 2-3:30pm EDT. This call brought together major cyber forces in the

U.S. Government to talk about their department's roles in cybersecurity and how they protect the Nation from cyberattacks.

- **October 15: Cybersecurity In A Flash: 2020 Small Business Cybersecurity Summit:** The 2020 Small Business Cybersecurity Summit is a 3-hour virtual workshop showcasing information and resources that small & medium-sized businesses can put into action to improve their security. Each speaker only had 5 minutes and 1 slide to communicate technical concepts to a non-technical audience.

## **NCSA Speaking Engagements**

During the July – October timeframe, NCSA participated in a number of webinars highlighting Cybersecurity Awareness Month:

- **July 20: FISSEA Summer Series: How to Get Involved in Cybersecurity Awareness Month:** NCSA's COO and Director of Education presented on "preparing for Cybersecurity Awareness Month"
- **August 22 and September 19: ISSA How To Get Involved In Cybersecurity Awareness Month 2020:** The National Cyber Security Alliance (NCSA) presented ways you can build your own cybersecurity awareness campaign at home, work or within your community even if you are new to cybersecurity.
- **August 25: Elevate Security: Five Ways to Make Your Virtual Cybersecurity Awareness Month a Success:** Cybersecurity Awareness Month 2020 is 100% virtual, presenting unique opportunities to engage employees in completely new ways and nudge us to think outside of our typical approach. Daniel Eliot, Director of Education & Strategic Initiatives and Masha Sedova, Co-Founder of Elevate Security taught creative ways to spark engagement and how you can make your virtual cybersecurity awareness month a huge success.
- **September 18: Paralegal Association of Wisconsin: Cybersecurity for Law Firms:** NCSA's Director of Education & Strategic Initiatives provided an overview of social media cybersecurity best practices for the Paralegal Association of WI members.
- **September 22: US Bank: Spot and protect yourself from common student scams:** NCSA's Director of Education & Strategic Initiatives took part in a 3-person virtual panel discussing cyber scams targeting students and steps students can take to prevent falling for scams, and how to report if they have become a victim.
- **September 30: Rhode Island Virtual Small Business Summit:** NCSA's Director of Education & Strategic Initiatives provided the opening keynote for the annual Small Business Summit in Rhode Island: "Cybersecurity In Times of Crisis"
- **September 30: Cofense Webinar: Cybersecurity Awareness Month Kickoff:** A dive into real examples of phishing threats that are targeting business like yours, and show you how to keep employees engaged in the fight against phishing, with NCSA's Executive Director.
- **October 1: Louisiana Economic Development Corporation & Goldman Sachs 10,000 Small Businesses Program:** NCSA's Director of Education & Strategic Initiatives joined Louisiana Economic Development Corporation and others on a panel highlighting ways the SMB community can reduce their cyber risks and what resources are available to them.
- **October 8: Indiana ISACA: How to Get involved in Cybersecurity Awareness Month:** This presentation will provide an overview of how organizations can get involved in Cybersecurity Awareness Month, along with some best practices for designing and deploying effective cybersecurity awareness campaigns that drive behavior change within your own organization. Free, publicly available awareness resources will also be highlighted during this talk.

- **October 8: Curricula Fireside Chat:** NCSA's Director of Education & Strategic Initiatives facilitated a fireside chat with Curricula's CEO and other guests to discuss the future of the cybersecurity industry.
- **October 15: Colorado Small Business Cybersecurity Summit:** NCSA's Director of Education & Strategic Initiatives provided opening remarks at the 3rd annual Colorado Small Business Cybersecurity Summit.
- **October 16: UpHold Global Internal Training: The Human Element of Cybersecurity:** NCSA's Director of Education & Strategic Initiatives provided an overview of the human factors that influence the cybersecurity of an organization's culture.
- **October 20: VMware Carbon Black - Election Security Roundtable:** NCSA's Executive Director spoke at a live election security roundtable
- **October 21: New Jersey Association of Mental Health & Addiction Agencies, Inc: Technological Worlds Colliding At Home: Security Best Practices for Work, Pleasure and Online Learning:** NCSA's Director of Education & Strategic Initiatives provided the opening keynote for the NJAMHAA IT conference: Worlds Colliding, Cybersecurity Where we Live, Work and Play.
- **October 21: Judicial Council of California: Technological Worlds Colliding At Home: Security Best Practices for Work, Pleasure and Online Learning:** NCSA's Director of Education & Strategic Initiatives will facilitated an hour-long lunch and learn for the staff of the Judicial Council of California.
- **October 21: WITI 5th Annual Women in Cyber Security:** An online event for executives, leaders, managers, women passionate about cybersecurity across industries who are responsible for creating a strategic and tactical cyber-resilient organization. NCSA's COO participated on a panel session.
- **October 22: Westinghouse Global Internal Training: The Human Element of Cybersecurity:** NCSA's Director of Education & Strategic Initiatives provided an overview of the human factors that influence the cybersecurity of an organization's culture.
- **October 27: NCSA & LastPass Webinar:** LastPass & NCSA co-presented a webinar on LogMeIn's recent Passwordless Authentication research with NCSA's Director of Education & Strategic Initiatives.
- **October 27: Secure Delaware Cybersecurity Conference:** Annual cybersecurity conference in Delaware bringing together over 400 regional partners to discuss a range of cybersecurity topics. NCSA's Director of Education & Strategic Initiatives provided an hour-long keynote.

## **Partner Engagement**

### **Board Member and Partner Activities**

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

VISA: We placed a sponsored article with the Associated Press that provided practical tips for consumers on how to identify and prevent unemployment insurance fraud.

CONSUMER REPORTS: As part of Cybersecurity Awareness month, Consumer Reports ran three workshops focused on our new tool – Security Planner. The tool encouraged consumers to take action to protect their security online such as using password managers, multi-factor authentication, checking

account security, changing privacy settings, etc. We also promoted our security blog featured on [staysafeonline.org](https://staysafeonline.org).

- We had over 1000 participants join our events live, with many viewing the recording afterwards. Past workshops can be viewed [here](#).
- Along with listing our events as part of the national campaign, we promoted the events to our community while highlighting the initiative using language like:
- The launch of Security Planner coincides with national cybersecurity awareness month, which is why we're dedicating October's Digital Wellness webinar to making sure Consumer Reports' members like you take the steps needed to protect yourself online.

**AUTO-ISAC:** Held our Annual Summit Oct 14-15 and shared messages.

**Center for Cyber Safety and Education:** This year, the Florida based nonprofit Center for Cyber Safety and Education has reached thousands of people during Cybersecurity Awareness Month through social media, presentations, events and other activities. The Center staff has delivered over a dozen presentations to parents, community organizations, and businesses about cyber safety education with the largest presentation reaching over 2,000 people. The Center communicated the importance of connected devices security for remote workers by posting cyber safety tips on [Instagram](#) following the theme 'Do Your Part. #BeCyberSmart.' The Center also published volunteer [video testimonials](#) on social media to encourage cybersecurity and information security professionals to get involved and help teach their local communities how to 'Do Your Part. #BeCyberSmart.'

- In addition, the Center hosted a free '[Garfield inspired solutions to your cyber safety needs](#)' webinar for the public to learn more about cyber safety educational programs for children ages 6 to 11. While being a champion for Cybersecurity Awareness Month, the Center also helped create awareness on cyberbullying for #UnityDay2020 by providing resources and tips to the community. Last but not least, the Center provided free Garfield's Cyber Safety Adventures to over 1,000 children for [Cyber Safety Day New York](#). Students learned how to be kind online and what's and not ok to post online.

**Norton:** Our Cybersecurity Awareness Month Initiatives focused on educational content, sharing on social media and an educational Cyber Safety Panel for Gamers. We shared over 45 Social Post which reached over 3 million.

- **Educational Articles:**
  - [How to live more securely in a connected world: If You Connect It, Protect It](#)
  - [Securing Your Child's Devices at Home During COVID-19](#)
  - [7 risky behaviors you should stop right now](#)
- **Educational Panel Hosted for Gamers on Twitch**
  - Monday 10/19 at 10AM CT/ 8AM PT: DrLupo's [Twitch channel](#): DrLupo's [Tweet](#)
- **Animated GIFs for Social Media:**
  - <https://twitter.com/Norton/status/1321844294534258688>
  - <https://www.linkedin.com/feed/update/urn:li:ugcPost:6725465825043718144/>
  - <https://www.linkedin.com/feed/update/urn:li:ugcPost:6723250713859891201/>

**LogMeIn, Inc:** Throughout Cybersecurity Awareness month we had a series of larger corporate initiatives launching so we trimmed down our agenda to 3 main topics: Importance & Ease of Passphrases, Data Privacy Best Practices, If you connect it, protect it- IoT safety



- During October we promoted passphrase usage as a preferred method to create a strong and memorable password. This coincided with LogMeIn launching a new 16-character password policy at the start of November and feedback from employees has been rather receptive.
- Launched a Data Privacy video where we voice dubbed over employee submitted baby videos and created an awareness themed skit. The goal was to teach employees what resources we have internally for data privacy questions and best practices. The stream site this was posted on had over 140 views, and this does not include the embedded views within slack directly.
- Hosted a webinar w/ Jordan Wheeler (ethical hacker) of IBM and our Offensive Security team to discuss the importance of knowing what devices are on your network and some simple ways that hackers can attack you at home.
- Engagement stats for this webinar were excellent, included below:
  - 879 in attendance (out of ~4000 employees total)
  - 92% Interest Rating (Calculated using an algorithm of % of completed optional question, % of time the GTW was the primary screen, attendance length, engaging in dialogue, etc.)
  - 99.9% Attentiveness Rating (% of time the GTW was the primary window on the viewer's screen)
  - Over half of attendees submitted poll answers, 93 Responses to open-ended poll questions, and 65 additional questions asked

#### Identity Theft Resource Center (ITRC)

- [ITRC Press release supporting CSAM - 92 pickups, 248 release views, 810 click-throughs](#)
- BeCyberSmart co-hosted Twitter Chat 10/8 with over 50 partners
- [NCSA/ITRC co-authored blog](#)
- [ITRC Released Q3 Data Breach Report on trends](#)
- Presentations/Events:
  - James Lee presentation to Texas State University on Higher Education Breaches for CSAM
  - Eva Velasquez Presentation to ABA Financial Fraud Prevention, Strategy, and Investigation Symposium on Partnerships in Resources for Victims of Financial Crimes
  - Eva Velasquez co-presenting with CSN at Spark Institute Cybersecurity for Retirement Professionals

Generali Global Assistance: Positioned GGA as a thought leader in identity protection, mitigation, and preparedness for businesses and consumers by publishing weekly blog posts, social media messages, and participating/hosting events and promotions that support our role as a CSAM Champion.

- Included CSAM logo on website homepage with a CTA to read our CSAM weekly blog posts
- Weekly blogs on the following topics following the weekly CSAM themes:
  - 10/1: [Let's All Do Our Part & #BeCyberSmart](#)
  - 10/6: [Top 3 Cybersecurity Tips to Protect Your Device\(s\) & How to Do It](#)
  - 10/13: [Identity Protection is a Gift for You and Your Global Workforce](#)
  - 10/20: [Combating Medical Identity Theft](#)
  - 10/22 – NCSA guest blog post: [Top 3 Cybersecurity Tips to Protect Your Device\(s\)](#)
  - 10/29: [Don't Be Scared – Be Prepared](#)
- Employee Education
  - Hosted CSAM themed graphics featuring cybersecurity statistics on employee intranet.



- Infosec IQ Phishing Risk Test simulation sent to all GGA IDP employees: 91 staff were sent phishing simulation email to help promote cybersecurity awareness trainings
- Events
  - ScamAssist™ Promotion: Provided service for free to all consumers for the month of October.
  - Need Smart Security: Securing Your Business in an Internet of Everything World” NCSA CSMB webinar. Webinar held on October 13 at 2pm ET with Trend Micro and the FTC.
  - 2020 Small Business Cybersecurity Summit: Sponsored event as part of CSMB program sponsorship
  - Facebook Live Event: Identity Protection Best Practices. As of 11/23, there has been 76 views of the video.
- Social Media
  - Participated in NCSA and the ITRC’s “Do Your Part. #BeCyberSmart” Twitter Chat
  - Social media audience increased across all platforms (Twitter, LinkedIn, all Facebook) by 7.7% compared to previous month.
  - Published 600 posts, including CSAM social graphics, curated content, blog promotion, ScamAssist promotion, Facebook Live event promotion, webinar promotion, and Small Business Cybersecurity Summit promotion.
  - Engagements with social posts increased by 71% compared to previous month

## **Champions**

The Cybersecurity Awareness Month Champions program provides the opportunity for individuals and organizations to officially show their support and engage in the month’s activities. They are critical to the campaign’s success – driving promotion internationally, nationally, locally and to their own audiences.

| <b><u>Champions</u></b> | <b><u>2020</u></b> | <b><u>2019</u></b> | <b><u>2018</u></b> | <b><u>% Change</u></b><br><b><u>(2018 - 2020)</u></b> |
|-------------------------|--------------------|--------------------|--------------------|---|
| <b>Total</b>            | <b>3,165</b>       | <b>2,477</b>       | <b>2,139</b>       | <b>+47.9%</b>   |
| Organizations           | 2,038              | 1,649              | 1,380              | +47.7%  |
| Individuals             | 1,127              | 828                | 759                | +48.5%  |

- The total estimated reach of all Champion organizations was 102,514,520
- Champions included organizations from all 50 states as well Washington, D.C., Puerto Rico and the U.S. Virgin Islands. In total, 54 countries were represented including:

|                |           |             |                     |                      |
|----------------|-----------|-------------|---------------------|----------------------|
| Algeria        | Dominican | Israel      | Pakistan            | The Gambia           |
| Australia      | Republic  | Italy       | Philippines         | Trinidad and Tobago  |
| Austria        | Egypt     | Jamaica     | Portugal            | Uganda               |
| Bangladesh     | Estonia   | Kenya       | Romania             | Ukraine              |
| Botswana       | Eswatini  | Kosovo      | Saudi Arabia        | United Arab Emirates |
| Brazil         | Fiji      | Lebanon     | Senegal             | United States        |
| Canada         | Finland   | Malaysia    | Singapore           | United Kingdom       |
| China          | France    | Mozambique  | South Africa        | Uzbekistan           |
| Cote d'Ivoire  | Germany   | Netherlands | Spain               | Zimbabwe             |
| Czech Republic | Ghana     | New Zealand | St. Vincent and the |                      |

|         |         |         |            |
|---------|---------|---------|------------|
| Denmark | India   | Niger   | Grenadines |
|         | Ireland | Nigeria | Thailand   |

- Champions were well represented by public and private organizations, government and academia. Here is the breakdown by sector:
  - Industry (38.6%)
  - Higher Education (16%)
  - Non-Profit (10.8%)
  - Government (9.4%)
  - K-12 Education (3.2%)
  - Trade Association (0.3%)
  - Other (21.7%)

## Champion Activities

Cybersecurity Awareness Month 2020 achieved great success due to Champions' activities. See a sample of input shared with NCSA from five organizations below. *Posts have been edited for length and clarity.*

- ControlCase, LLC: This was our first year participating in Cybersecurity Awareness Month. Our team members were satisfied with the emails and training that was provided. We created our own company banner for the emails during the month. We had weekly emails around phishing, internal training and also completed a phishing campaign to see if anyone clicked on the malicious link, sent by our pen testers.
- Ohio Valley Bank: We chose weekly themes within cybersecurity and related all posts and articles that week to the theme. For example, one week was malware and hijacking, one week was email scams (including phishing and malware), etc. We decided to post cybersecurity tips almost every day on Facebook and Twitter and several times on Instagram. We also did a public blog post, public landing page [www.ovbc.com/cybersecurity](http://www.ovbc.com/cybersecurity), and weekly articles on our employees' intranet site.
- Southwest Kansas Library System: We provide service to 35 public libraries. We sent a combination of listserv and social media posts twice a week with tips and attachments for our members to use and pass along to their patrons. In addition, we maintained a web / wiki page with links to more resources.
- Santa Rosa Rancheria Tachi Tribe: We sent out over 500+ printed flyers to the tribal community household. Also sent company-wide email messages to remind end-users to practice best cyber security hygiene as recommended by the Cybersecurity Alliances.
- Northwest Career College: We updated all of our connected devices in our school and provided cybersecurity training for our remote workers.

## Champion Follow-up Survey

In early November, NCSA sent a survey to all Champion organizations. The following results were generated from 220 responses.

- Over 60% of Champions participated in Cybersecurity Awareness Month prior to 2020.
- 75% of Champions used the official campaign hashtag #BeCyberSmart in their social media posts.
- 95% of Champions used NCSA and/or CISA-created resources in their activities, including:
  - The Cybersecurity Awareness Month PDF toolkit (83%)
  - The new Cybersecurity Awareness Month logo (67%)
  - Social media graphics (58%)
  - Weekly content (tipsheets, infographics, videos) (52%)
  - Sample social media posts (50%)
- Champions participated in the campaign by:
  - Posting about the month on social media platforms (62%)

- Sending out an employee email related to the month (57%)
- Posting a blog related to online safety and/or showcasing the month on a company website (44%)
- Holding an internal cybersecurity training exercise or event for employees (41%)
- Sending out a customer communication that featured the month (40%)

## **Digital and Social Media Overview**

### **StaySafeOnline.org Website Analytics:**

| <b><u>StaySafeOnline.org</u></b><br>(Sept 1 - Oct 31) | <b><u>2020</u></b> | <b><u>2019</u></b> | <b><u>2018</u></b> | <b><u>% Change</u></b><br>(2018 - 2020) |
|---|--------------------|--------------------|--------------------|---|
| <b>Sessions</b>                                       | 312,322            | 235,404            | 217,778            | +43.4%                                  |
| <b>Unique Visitors</b>                                | 253,790            | 187,474            | 165,166            | +53.7%                                  |
| <b>Pageviews</b>                                      | 631,668            | 533,062            | 501,262            | +26%                                    |

**Logo Downloads:** Between October 1 to October 31, 2020, there were 3,008 downloads of the new Cybersecurity Awareness Month logo and branding guidelines

**Blogs:** Between September - October, NCSA added 19 Cybersecurity Awareness Month posts to the Stay Safe Online blog. The blogs addressed a variety of timely topics including but not limited to ways the healthcare industry can prevent cyber attacks, the impact of data breaches on SMBs, and protecting your connected devices while working from home. The following organizations contributed blogs: Adobe, Bank of America; Checkmarx; Consumer Reports; Dell; Generali Global Assistance; (ISC)2; ITRC; Jetico; Lenovo; LogMeIn; McAfee; MediaPro; Mosaic Group; ProofPoint; VMware Carbon Black You can read the blogs [here](#).

**Videos:** NCSA released five videos on Twitter, Facebook and LinkedIn between October 1 - October 26 to align with each weekly theme of Cybersecurity Awareness Month.

- October 1: October Is Cybersecurity Awareness Month: Total Views: 700
- October 5: Cybersecure Your Smart Home: Total Views: 1,819
- October 12: Cybersecure Your Smart Business: Total Views: 1,648
- October 19: Securing Your Health Data: Total Views: 649
- October 26: The Future of IoT: Total Views: 1,178

### **NCSA Social Media Metrics**

**Hashtag Usage: #BeCyberSmart**

| <b><u>#BeCyberSmart Usage</u></b><br>(Sept 1 - Oct 31) | <b><u>2020</u></b> | <b><u>2019</u></b> | <b><u>% Change</u></b><br>(2019 - 2020) |
|--|--------------------|--------------------|---|
| <b>Total Volume</b>                                    | 77,117             | 45,244             | +70.45 %                                |
| <b>Unique Authors</b>                                  | 24,728             | 14,014             | +76.45 %                                |
| <b>Total Potential Impressions</b>                     | 752.3m             | 387.7m             | +94.04%                                 |

#### Twitter 2020 Campaign Metrics:

| <b>Twitter</b><br>(Sept 1 - Oct 31) | <b>2020</b> | <b>2019</b> | <b>% Change</b><br>(2019 - 2020) |
|-------------------------------------|-------------|-------------|----------------------------------|
| <b>Followers Gained</b>             | 3,761       | 2,492       | +50.9%                           |
| <b>Total Engagement</b>             | 21,010      | 15,408      | +36.36%                          |
| <b>Number of Posts</b>              | 307         | 438         | -29.9%                           |
| <b>Total Impressions</b>            | 1,538,089   | 4,549,701   | -66.19%                          |

#### Facebook 2020 Campaign Metrics

| <b>Facebook</b><br>(Sept 1 - Oct 31) | <b>2020</b> | <b>2019</b> | <b>% Change</b><br>(2019 - 2020) |
|--------------------------------------|-------------|-------------|----------------------------------|
| <b>Followers Gained</b>              | -97         | 772         | n/a, negative gain in 2020       |
| <b>Page Fans</b>                     | 235,263     | 240,088     | -2.01%                           |
| <b>Number of Posts</b>               | 169         | 47          | +259.57%                         |
| <b>Engagements</b>                   | 5,466       | 15,055      | -63.69%                          |
| <b>Organic Impressions</b>           | 315,937     | 165,038     | +91.43%                          |

#### LinkedIn 2020 Campaign Metrics:

| <b>LinkedIn</b><br>(Sept 1 - Oct 31) | <b>2020</b> | <b>2019</b> | <b>% Change</b><br>(2019 - 2020) |
|--------------------------------------|-------------|-------------|----------------------------------|
| <b>Followers Gained</b>              | 1,566       | 552         | +183.7%                          |
| <b>Number of Posts</b>               | 168         | 48          | +250%                            |
| <b>Engagement</b>                    | 2,487       | 1,410       | +76.38%                          |
| <b>Impressions</b>                   | 57,074      | 30,944      | +84.44%                          |

#### Notable Social Media Engagements

##### *Industry*

- Google: <https://twitter.com/Google/status/1311699528769208323>
- Microsoft: <https://twitter.com/Microsoft/status/1320768401795620864>

- Twitter: <https://twitter.com/TwitterSupport/status/1315699895974727680>
- BlackBerry: <https://twitter.com/BlackBerry/status/1309508125280608258>
- TikTok: [https://twitter.com/tiktok\\_us/status/1319671490586005505](https://twitter.com/tiktok_us/status/1319671490586005505)
- Zoom: [https://twitter.com/zoom\\_us/status/1312066820430422016](https://twitter.com/zoom_us/status/1312066820430422016)
- AT&T: <https://twitter.com/ATT/status/1318337462926716928>
- General Motors: <https://twitter.com/GM/status/1314236507566288896>
- Nasdaq: <https://twitter.com/Nasdaq/status/1313578957963485184>
- Cisco: <https://twitter.com/CiscoSecure/status/1311636993521192961>
- Procter & Gamble: <https://twitter.com/ProcterGamble/status/1311686058766106626>
- Bank of America: <https://twitter.com/BankofAmerica/status/1319267966752411648>
- Norton: <https://twitter.com/Norton/status/1311289689094189059>



## Government

- Dept. of Homeland Security: <https://twitter.com/DHSgov/status/1313265225798496256>
- Dept. of Defense: <https://twitter.com/DeptofDefense/status/1311757784665387008>
- Dept. of Commerce: <https://twitter.com/CommerceGov/status/1319670051822338050>
- Dept. of Energy: <https://twitter.com/ENERGY/status/1313588838770634760>
- FEMA: <https://twitter.com/fema/status/1319636287641604096>
- CDC: <https://twitter.com/CDCemergency/status/1321562397287632896>
- FBI: <https://twitter.com/FBI/status/1311818232169463810>
- US Army: <https://twitter.com/USArmy/status/1313859480598327301>
- US Navy: <https://twitter.com/USNavy/status/1316363128310030337>
- US Marines: <https://twitter.com/USMC/status/1311818683170385921>
- NSA: <https://twitter.com/NSAGov/status/1315730745965641729>
- SBA: <https://twitter.com/SBAgov/status/1314702431419199489>



## Media

### Overall media coverage

Cybersecurity Awareness Month was covered by online, print and broadcast groups across the globe. Between September - November 2020, there were 8,425 articles or segments published about the month, resulting in over 3 billion unique views. A breakdown of this coverage can be found in the chart below.

Of those articles, 1,366 (16%) specifically mentioned the official Cybersecurity Awareness Month hashtag #BeCyberSmart, resulting in a total reach of 486,921,666.

### Coverage Breakdown By Media Group

|        | Frequency | Percentage | Reach         |
|--------|-----------|------------|---------------|
| Online | 7,454     | 88%        | 3,022,845,069 |

|              |              |             |                      |
|--------------|--------------|-------------|----------------------|
| Broadcast    | 815          | 10%         | 73,220,875           |
| Print        | 156          | 2%          | 9,978,570            |
| <b>Total</b> | <b>8,425</b> | <b>100%</b> | <b>3,106,044,514</b> |

## Media coverage with NCSA and CISA

Below is a breakdown of coverage via Crenshaw Communications' direct outreach efforts to key relevant media contacts and 'friendlies' over the course of this year's Cybersecurity Awareness Month. The following 24 individual pieces of coverage materialized as a combined result of pitching, media coordination and spokesperson interviews surrounding the core themes of this year's campaign. This collection of coverage – which includes executive commentary from NCSA & CISA, as well as features surrounding the Connected Devices Survey – amounts to over 300,482,841 unique media impressions.

This media success was supported by NCSA and CISA collaboration, starting in July and lasting through October. Regular calls 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 their partners; drove behavior changes with readers and exhibited messaging alignment. Some notable stories include:

### Cybersecurity Awareness Month Media Highlights:

- **Washington Post (UVM: 207M)** (Features commentary from Kelvin Coleman): [The Cybersecurity 202: Americans are as insecure as ever on the 17th annual Cybersecurity Awareness month](#)
- **ABC 7 NY** (Features broadcast video interview with Kelvin Coleman): [Computer security expert shares tips on staying safe amid surge in cybercrime](#)
- **POLITICO (UVM: 7.7M)** (Features data from Connected Device Report): [Politico Pro Morning Cybersecurity](#)
- **Forbes (UVM: 33.7M)**: [Communicate With Confidence Through A Cyber Crisis](#)
- **TechRepublic (UVM: 6.6M)** (Features commentary from Nasdaq Event): [3 ways criminals use artificial intelligence in cybersecurity attacks](#)
- **Forbes (UVM: 33.7M)** (Features commentary from Kelvin Coleman): [6 Cybersecurity Tips When You Work From Home](#)

### Cybersecurity Awareness Month Event Coverage:

- **TechRepublic (UVM: 6.6M)** (Features commentary from Nasdaq Event): [3 ways criminals use artificial intelligence in cybersecurity attacks](#)
- **NextGov (UVM: 241,600)** (Features commentary from CISA's Chris Krebs speaking at Nasdaq Event): [CISA Leader Puts Health Sector Project on the Level of Election Security Initiative](#)

### Connected Devices Survey Coverage

- **POLITICO (UVM: 7.7M)** (Features data from Connected Device Report): [Politico Pro Morning Cybersecurity](#)
- **BetaNews (UVM: 2M)** (Features data from Connected Device Report): [Consumers overconfident of their connected device security](#)

- **SC Magazine (UVM: 163,000)** (Features data from Connected Device Report and commentary from Sylvia Layton): [New data shows just how badly home users overestimate IoT security](#)
- **InfoSecurity Magazine (UVM: 448,000)** (Features data from Connected Device Report): [Americans Confident in IoT Device Security](#)
- **Healthcare IT News (UVM: 230,500)** (Features data from Connected Device Report): [NCSA: Confidence in security of connected devices often misplaced](#)
- **24x7 Magazine (UVM: 7,000)** (Features data from Connected Device Report): [81% of Americans Highly Confident Connected Devices Secure Despite Overlooking Basic Security Hygiene](#)
- **Dark Reading (UVM: 463,100)** (Features data from Connected Device Report and commentary from Sylvia Layton): [Online Users Feel Safe, But Risky Behavior Abounds](#)
- **CyberWire (UVM: 11,194)** (Features data from Connected Device Report): [CISA says no evidence of successful foreign election hacks. QBot's voting-themed malspam. RegretLocker arriving.](#)
- **Barracuda (UVM: 364,700)** (Features data from Connected Device Report): [Age plays a role in end-user security training](#)