

Cybersecurity Awareness Month 2022 Results Report

Cybersecurity Awareness Month 2022 Overview

The National Cybersecurity Alliance and the Cybersecurity and Infrastructure Security Agency (CISA) successfully completed the 19th Annual Cybersecurity Awareness Month campaign in October 2022. The campaign generated impressive results and increased engagement from the private industry, higher education, government and individuals. The goal of Cybersecurity Awareness Month 2022 was to inspire action and behavior change using simple, empowering, and positive messaging. Through the slogan, “See Yourself In Cyber”, NCA and CISA taught everyone about the role they play when it comes to cybersecurity, and to take actionable steps to keep themselves safe online.

Rather than weekly themes, NCA and CISA promoted four key cybersecurity behaviors throughout October. These four key behaviors were created to be simple, actionable and show individuals and businesses alike that it’s easy to stay safe online. These messages provided the basis for Cybersecurity Awareness Month resources, events and presentations:

- Create strong passwords and use a password manager
- Enable multi-factor authentication
- Update your software
- Recognize and report phishing attempts

Below is a snapshot of several noteworthy achievements:

Expanded Research on Cybersecurity Attitudes and Behaviors

The National Cybersecurity Alliance and CybSafe, a behavioral security and data analytics company, released the second iteration of “Oh Behave!”, a report on cybersecurity attitudes and behaviors, in honor of Cybersecurity Awareness Month. This year, we teamed up with GetCyberSafe to poll 1,000 individuals in Canada, in addition to 2,000 individuals across the U.S. and UK.

Growing Partner Engagement

Partner engagement for Cybersecurity Awareness Month 2022 grew tremendously. 6,255 organizations and individuals signed up to become Champions and receive free resources from the National Cybersecurity Alliance (a 90% increase from the previous year). The Champions program has grown by nearly 200% over the past five years, and Champions now come from all 50 states and 129 countries and territories around the world.

Volunteer Resources

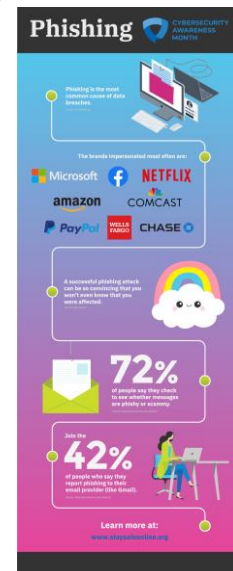
Ahead of Cybersecurity Awareness Month, NCA called on all security professionals to share their expertise and volunteer to teach their communities about online safety by launching the Online Safety Volunteer Toolkit. This free resource contained a tip sheet, four PowerPoint presentations customized for different audiences, and a series of in-depth videos on how to give an “Information Security 101” talk to your local community.

NCA-Created Resources

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

Resources for Champions (the Champion Toolkit)

- ✧ A Cybersecurity Awareness Month 2022 PDF Guide, which includes
 - Details on 2022 messaging and activities
 - Ways to engage with Cybersecurity Awareness Month and NCA
 - How to host your own Cybersecurity Awareness Month events
- ✧ A sample email to promote Cybersecurity Awareness Month to employees
- ✧ A sample press release
- ✧ Sample articles related to this year's key messaging
- ✧ Downloadable logos and branding guidelines
- ✧ Social media graphics for Twitter, Facebook and LinkedIn
- ✧ Sample social media posts
- ✧ A branded video conference background
- ✧ A branded email signature graphic
- ✧ Infographics and animated infographics on each of the key messages



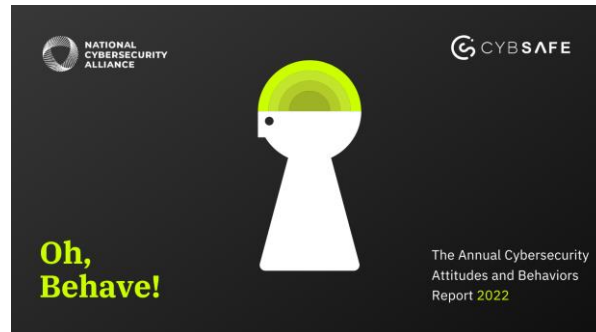
Volunteer Outreach Toolkit

For the first time, NCA created a volunteer outreach toolkit that included tip sheets and PowerPoint presentations with talk tracks. These were sent out to hundreds of stakeholders who were interested in teaching their workplaces, organizations or community about cybersecurity. In particular, the tip sheets and PowerPoint presentations were created as resources that anyone could use to give a presentation -- there were several different presentations that specifically targeted different audiences, including older adults, high school students and elementary school students.

Oh Behave! Annual Cybersecurity Attitudes and Behaviors Report 2022

The National Cybersecurity Alliance and CybSafe, a behavioral security and data analytics company, released the second iteration of the annual report on cybersecurity attitudes and behaviors, in honor of

Cybersecurity Awareness Month. This year, NCA and CybSafe partnered with GetCyberSafe, the Government of Canada's public awareness campaign to poll 1,000 people in Canada. Polling 3,000 total individuals in the U.S., UK and Canada, the report examined key cybersecurity trends, attitudes and behaviors. Below is an overview of key report insights.



- ✎ **Nearly Two-Thirds of Tech Users Lack Access to Cybersecurity Knowledge**
 - ✎ Per the study's results, even though more than half (58%) of tech users that had access to cybersecurity training or education cited that they were better at recognizing phishing messages and related attacks, 34% still fell victim to at least one type of cybercrime.
 - ✎ Almost half of respondents state they are "always connected to the Internet" but two-thirds (62%) of users lack access to cybersecurity knowledge altogether and one-third rely on the help of friends and family.
- ✎ **Cybercrime Remains Prevalent but Drastically Underreported**
 - ✎ Participants in the U.S. were consistently more likely to have been victims of cybercrime.
 - ✎ 20% of Millennials and 18% of Gen Z had their identity stolen at least once.
 - In comparison, 27% of Millennials and 34% of Gen Z had lost money/data due to harmful cyber activity such as phishing.
 - This differs significantly from Baby Boomers, where 92% reported never having their identity stolen, and 88% had never lost money/data due to cyberattacks.
 - ✎ 26% of identity theft victims and 31% of phishing victims did not report their incidents directly to service providers or law enforcement.
 - ✎ The reporting numbers around romance scams and cyberbullying are even worse, with 45% of romance scam victims and 48% of cyberbullying victims saying they did not report the incidents to anyone, including the platforms on which the incidents occurred.
- ✎ **Prioritizing Cybersecurity is Important but Frustrating to Users**
 - ✎ While cybercrime continues, individuals are not underestimating the threats that cybercrime presents.
 - 57% of respondents expressed they were worried about cybercrime
 - 43% felt they were likely cybercrime targets.
 - Most respondents (78%) consider staying secure online a priority and two-thirds (66%) think it is 'achievable.'
 - 46% of those polled felt frustrated while staying secure online,
 - 39% of users trying to keep safe felt information on how to stay secure online is confusing.
- ✎ **Adoption of Key Cybersecurity Best Practices Continues to Lag**
 - ✎ This year's research uncovered significant shortcomings among the general public in adopting many of the most effective cybersecurity best practices. For example:
 - 36% of individuals do not create unique passwords all or even most of the time, while only 18% of individuals have downloaded a password manager.
 - 43% of respondents said they had never heard of MFA.
 - 37% of individuals do not have automatic software updates enabled.
 - Only 43% of individuals say they back up their data "always" or "very often."

National Cybersecurity Alliance Events

Starting with the launch of the Champions program in May 2022, the National Cybersecurity Alliance planned and executed six unique online and in-person events in honor of the month:

- € **June 22: How to Get Involved in Cybersecurity Awareness Month:** Attendees took an in-depth dive into the Cybersecurity Awareness Month campaign during this webinar.
 - Attendees: 696 attendees, 1,900+ recording views
 - Featuring: Trent Frazier, Deputy Assistant Director, Stakeholder Engagement Division, CISA
- € **Sept 27: [Cybersecurity Awareness Month Briefing](#):** In this special briefing, leadership from today's leading tech companies share how their organizations are addressing cyber threats and educating others to create a more secure, interconnected world.
 - Attendees: 470 viewers, 1,100+ recording views
 - Featuring
 - Jenny Brinkley, Director, Amazon Security
 - Perry Carpenter, Chief Evangelist and Strategy Officer, KnowBe4
 - Kate Charlet, Director for Data Governance, Google
 - Darren Shou, CTO, NortonLifeLock
 - Josh Jaffe, Vice President of Cybersecurity, Dell Technologies
- € **Oct 6: [Cybersecuring America: A United Mission](#):** In honor of Cybersecurity Awareness Month, the National Cybersecurity Alliance hosts an annual kick off webinar. This year, elected officials, government leaders and industry executives came together to discuss our united mission to cybersecure America.
 - Attendees: 535 attendees, 340 recording views
 - Featuring:
 - Nitin Natarajan, Deputy Director, CISA
 - Steven Kelly, Senior Director for Cybersecurity and Emerging Technology, National Security Council
 - Rick Synder, Former Governor of Michigan
 - Kate Charlet, Director for Data Governance, Google
 - Bobbie Stempfley, Vice President and Business Unit Security Officer, Dell Technologies
 - Darren Shou, Chief Technology Officer, NortonLifeLock
 - Kemba Walden, Principal Deputy National Cyber Director, Executive Office of the President
 - Congresswoman Stephanie Bice
- € **Oct 12: Twitter Chat:** This #CyberChat featured the month's themes, practical steps individuals can take to better secure themselves, helpful resources.
 - Co-hosted with @CISAgov
 - #CyberChat was used by 249 unique authors in 946 posts
 - Resulted in 28 million impressions
- **Oct 18: [NCA and Nasdaq Cybersecurity Summit: Cybersecurity at the Center](#):** In honor of Cybersecurity Awareness Month, the National Cybersecurity Alliance and Nasdaq hosted "Cybersecurity at the Center," on Tuesday, October 18 2022 at the Nasdaq MarketSite in New York City. Today's security leaders in government, industry, nonprofits and academia came together to discuss the current state of cybersecurity and the future of the industry through panels, presentations, and fireside chats.
 - ☞ Attendees: 77 in-person, 629 recording views
 - ☞ Featuring:
 - Jen Easterly, Director, Cybersecurity and Infrastructure Security Agency
 - Robert Costello, Chief Information Officer, Cybersecurity and Infrastructure Security Agency

- M.K. Palmore, Director, Office of the CISO, Google Cloud
- Thomas McDermott, Deputy Assistant Secretary; Cyber, Infrastructure, Risk and Resilience Policy, Department of Homeland Security
- David Smith, Assistant Director of Office of Investigations, U.S. Secret Service
- Perry Carpenter, Chief Evangelist and Strategy Officer, KnowBe4
- Jenny Brinkley, Director, Amazon Security
- Marta Tellado, President and Chief Executive Officer, Consumer Reports
- ☞ As part of the summit, the National Cybersecurity Alliance The National Cybersecurity Alliance participated in the Nasdaq Opening Bell Ceremony on October 19, 2022 at the Nasdaq MarketSite in New York with partners and board members. Lisa Plaggemier, Executive Director of the NCA, presented a speech before Jordan Fuhr, SVP of Wells Fargo, rang the opening bell.
- **Nov 1: Afterglow Party:** NCA hosted the 2nd Afterglow party on Zoom. Training and awareness practitioners joined the call to connect with the community and share their successes and lessons learned from this year's campaign.
 - ☞ Attendees: 110+
 - Featuring CISA Chief External Affairs Officer Victoria Dillon



NCA Speaking Engagements

NCA was invited to participate in events from our partners during Cybersecurity Awareness Month. In total, NCA sessions were attended by over **8,000** people.

NCA's presentation, A Whole Lotta B.S. (Behavioral Science) about Cybersecurity, was given to **71 organizations, listed below**. The presentation shared findings from 2022's Oh Behave: Cybersecurity Attitudes and Behaviors Report, asking presentation attendees the same questions asked in the research, and comparing the results. The presentation highlighted tips for password management, multi-factor authentication, software updates, and recognizing phishing.

- | | | |
|------------------------------------|--------------------------------|---------------------------------------|
| ● 88 ABW Wing Cybersecurity Office | ● Daikin | ● OneMain Financial |
| ● Abbvie | ● Department of Transportation | ● P&C Scandinavia |
| ● Ally Financial | ● Dept. Of Justice | ● Palomar Holdings |
| ● Aon | ● Dornerworks | ● Pedernales Electric Cooperative inc |
| ● Austin Community College | ● DTE Energy | ● Phillips 66 |
| ● Avantor | ● Entegris, Inc | ● Premera Blue Cross |
| ● Baker Hughes | ● ESRI | ● Purdue University |
| | ● FireMon | ● QBE Insurance |

- Bank of America
- Bank of the West
- Black Hills Energy
- Blue Cross and Blue Shield of Louisiana
- Butler County Community College
- California State Teachers Retirement System
- Cenovus
- Chillicothe & Ross County Public Library
- Cigna
- Cisco Cloud Security
- City of LA
- Common Securitization
- Costco
- CVS Health
- Cybrary
- First Tech FCU
- Freedom Mortgage
- GE Healthcare
- George Washington University
- Github
- Guidepoint Security
- Healthfirst
- Huntington National Bank
- Indiana State Senate
- Jackson Life
- Maricopa County
- Maritz
- Marriott International
- MasterBrand Cabinets Inc.
- NMSBDC Technology Commercialization Accelerator
- Salesforce
- SANDAG
- Schlumberger
- Southeast Missouri State University
- Stryker
- Sysmex
- Take Two Interactive
- TD Bank
- Thrivent
- TIAA
- Tide
- T-Mobile
- Toyota
- U.S. Bank
- University of Arkansas
- University of Chicago
- Webster Bank
- Wesco International

Champions and Partner Engagement

The Champions program is a way for individuals and organizations to officially show their support for cybersecurity education and engage in the month's activities. They are critical to the campaign's success and drive promotion internationally, nationally, locally to internal and external audiences. **6,255** organizations and individuals registered to become Champions and receive the Champion Toolkit. This was a **90%** increase from 2021's program. The number of Champions has grown by **192%** over the past five years. The increase in Champions is attributed to a more streamlined registration process on staysafeonline.org.

<u>Champions</u>	<u>2022</u>	<u>2021</u>	<u>2020</u>	<u>2019</u>	<u>2018</u>
Total	6,255	3,296	3,165	2,477	2,139
Organizations	3,410	2,236	2,038	1,649	1,380
Individuals	2,811	1,060	1,127	828	759

The total estimated reach of all Champion organizations was 110,888,792. Champions included organizations from all 50 states plus Washington D.C., Puerto Rico and Guam. 129 countries and territories were represented including:

- | | | | |
|--------------|------------|--------------|----------------|
| € Algeria | € Ecuador | € Libya | € Saudi Arabia |
| € Angola | € Egypt | € Luxembourg | € Senegal |
| € Argentina | € Estonia | € Macedonia | € Sierra Leone |
| € Aruba | € Eswatini | € Madagascar | € Singapore |
| € Australia | € Ethiopia | € Malawi | € Slovakia |
| € Austria | € Fiji | € Malaysia | € Slovenia |
| € Azerbaijan | € Finland | € Maldives | € South Africa |
| € Bahamas | € France | € Mauritius | € South Korea |

☞ Bahrain	☞ Georgia	☞ Mexico	☞ South Sudan
☞ Bangladesh	☞ Germany	☞ Moldova	☞ Spain
☞ Barbados	☞ Ghana	☞ Morocco	☞ Sri Lanka
☞ Belgium	☞ Greece	☞ Myanmar	☞ St. Kitts & Nevis
☞ Belize	☞ Grenada	☞ Namibia	☞ Sudan
☞ Bermuda	☞ Guyana	☞ Nepal	☞ Sweden
☞ Bosnia and Herzegovina	☞ Haiti	☞ Netherlands	☞ Switzerland
☞ Botswana	☞ Hong Kong	☞ New Zealand	☞ Taiwan
☞ Brazil	☞ Hungary	☞ Nigeria	☞ Tanzania
☞ Bulgaria	☞ India	☞ Norway	☞ Thailand
☞ Cambodia	☞ Indonesia	☞ Oman	☞ Togo
☞ Cameroon	☞ Iraq	☞ Pakistan	☞ Trinidad and Tobago
☞ Canada	☞ Ireland	☞ Palau	☞ Tunisia
☞ Caribbean	☞ Israel	☞ Palestine	☞ Turkey
☞ Cayman Islands	☞ Italy	☞ Panama	☞ Uganda
☞ Chile	☞ Jamaica	☞ Papua New Guinea	☞ Ukraine
☞ China	☞ Japan	☞ Peru	☞ United Arab Emirates
☞ Colombia	☞ Kazakhstan	☞ Philippines	☞ United Kingdom
☞ Costa Rica	☞ Kenya	☞ Poland	☞ United States
☞ Country	☞ Kiribati	☞ Portugal	☞ Uruguay
☞ Croatia	☞ Kosovo	☞ Romania	☞ Vietnam
☞ Curaçao	☞ Kuwait	☞ Rwanda	☞ Zambia
☞ Czech Republic	☞ Lebanon	☞ Saint Kitts & Nevis	☞ Zimbabwe
☞ Denmark	☞ Lesotho	☞ Saint Vincent & the Grenadines	
☞ Dominican Republic	☞ Liberia		

- Champions were well represented by public and private organizations, government and academia. The top sectors represented were:
 - ☞ Telecomm/Tech/Internet/Electronics (20%)
 - ☞ Colleges and Universities (15%)
 - ☞ Government (15%)
 - ☞ Finance and Financial Services (13%)

Champion Feedback

In early November, NCA sent a survey to all Champion organizations. The following results were generated from 400 responses.

- 71% of Champions participated in Cybersecurity Awareness Month prior to 2021.
- 70% of Champions used one or more of the following campaign hashtags in their social media posts:
 - ☞ #BeCyberSmart (56%)
 - ☞ #CybersecurityAwarenessMonth (52%)
 - ☞ #SeeYourselfInCyber (22%)
 - ☞ #CyberMonth (11%)
- 91% of Champions used NCA and/or CISA-created resources in their activities, including:
 - ☞ The Cybersecurity Awareness Month PDF toolkit (75%)
 - ☞ The Cybersecurity Awareness Month logo (48%)
 - ☞ Tip sheets (46%)
 - ☞ Infographics (43%)
- Champions participated in the campaign by:
 - ☞ Sending out an employee email related to the month (64%)
 - ☞ Posting about the month on social media platforms (54%)
 - ☞ Posting a blog related to online safety and/or showcasing the month on a company website (51%)
 - ☞ Holding an internal cybersecurity training exercise or event for employees (45%)

Champion Activities

Cybersecurity Awareness Month 2022 achieved great success due to Champions' activities. See a sample of input shared with NCA from organizations below. *Posts have been edited for length and clarity.*

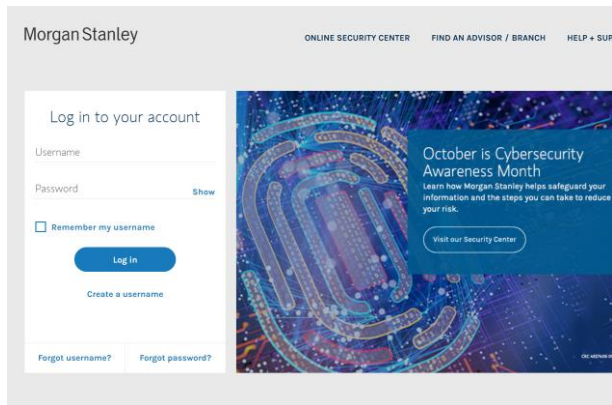
- **ORNL:** The culmination of the month's activities was our annual "Click or Treat" (CoT) event. This showcases the Cyber Teams (who/what they are and what they do to protect the organization) while engaging other staff in fun activities/games/displays. A costumed event, CoT puts faces to the names of the Cyber Security group and helps spread the word to all staff that they play a crucial role in safeguarding us - it's not something that the Cyber Team can do by themselves - it is Whole Organization Team that keeps us moving and makes the mission possible!
- **South Carolina Department of Consumer Affairs:** We used our weekly Wednesday Webinar series to focus on cybersecurity issues. We also partnered with our local FBI office to hold an additional webinar on cybersecurity issues the FBI encounters in our state.
- **Smart Sand Inc:** We had two giveaways for tablets. One had a quiz and the ones who got all answers correct went into a drawing for a Fire tablet. The other one was "How many phish?" It was a container of Swedish candy fish and it represented the amount of emails that were blocked from our servers in a 3-day period. Whoever came closest won a tablet. We hung posters that were provided by our security awareness training vendor.
- **Anonymous:** We provided webcam covers and giveaways related to the topics. We saw an increase in reporting of suspicious messages and interest in password managers and other topics highlighted. We used MFA messaging to promote expanded enrollment in MFA solution.
- **Anonymous:** We did a Cyber Scavenger Hunt with cybersecurity awareness-related questions. Also, we had our CEO talk about the importance of Cybersecurity Awareness and the importance of having a strong cybersecurity culture in a video shared within the organization. We also had a dedicated Sharepoint site with all the helpful information and shareable documents for cybersecurity awareness.
- **Jackson National Life Insurance Company:** We did a Wordle contest and unsecure desk contest. Lisa Plaggemier presented to our associates and the feedback was great. We asked associates to complete a survey about the presentation. One associate said, "Everything kept me engaged and I would 10/10 attend again!"
- **Dayton Regional STEM School:** We had a Cybersecurity & Cookies event for grandparents. Each student learned about cybersecurity topics related to grandparents' needs and created either a wallet card or magnet to give to their grandparents. Then the grandparents came to school and the students shared information, gave them the product and shared cookies. The grandparents learned how to make a secure password, how to stay safe on social media and what information to keep to themselves (private) and what could be shared (personal).
- **Synergy Information Technology Group, LLC:** We have renewed our effort to insist that clients adopt good cybersecurity hygiene. We are visiting clients and distributing pamphlets from the FTC, particularly the "Cybersecurity for Small Businesses". We have also committed to keeping cybersecurity in our daily conversations through client interaction and social media.
- **Zeta Sky:** We host a Cyber Security Summit each year. An in-person lunch and learn seminar to educate the local business community on cyber awareness and how to take part.
- **NY Metro Infragard:** Hosted the NY Metro Joint Cyber Security Conference (in our 9th year). It includes participation by over 10 local security chapters including: InfraGard NY, ISSA NY, ISACA NY, ISACA NJ, ISACA GHC, ISC2 NJ, ISC2 Philadelphia, CSA NY, NYCFC, HTCIA NY, et al. We've been a registered champion since 2014.
- **AIG:** Here are a few of the ways we've spread the word about cybersecurity across AIG and beyond: A message announcing Cybersecurity Awareness Month from CIO John Repko and CISO Gary McAlum was shared with all AIG employees. Nearly 3,200 employees across AIG participated in the third annual Fight the Phish Challenge this year, a 128% increase over last year. The first annual Cybersecurity Scavenger Hunt was launched for Information Security

Office employees this year. More than 350 employees attended AIG's Cybersecurity Awareness Month keynote presentation on October 17 either virtually or in person at AIG Headquarters in New York.

Partner Activities

Below is just a snapshot of the many activities conducted by partners in honor of Cybersecurity Awareness Month:

Morgan Stanley Account Log in Page



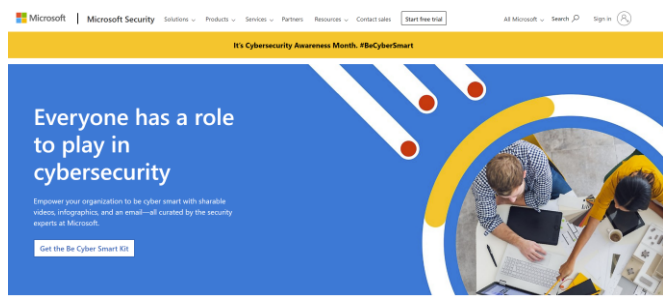
White House Proclamation



Tulane University Cybersecurity Booth

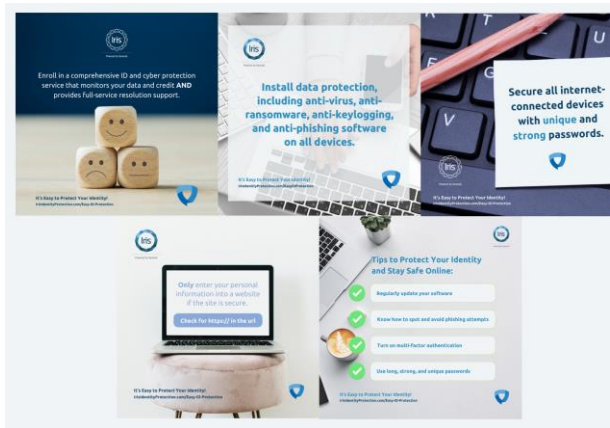


Microsoft Security Landing Page



Iris by Generali Social Graphics

Deloitte Cybersecurity Pledge



Carrier Halloween Themed Cybersecurity Event (with a Security Awareness Rockstar)



iCIMS “Phishing” Event



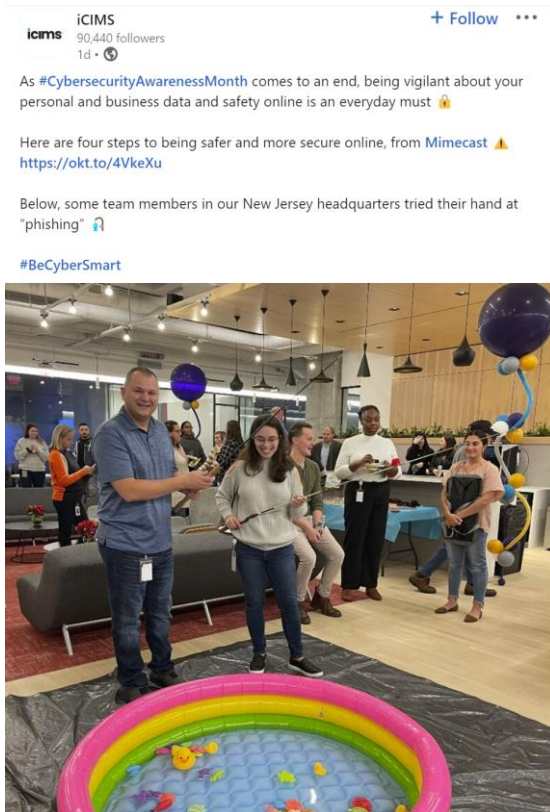
I Pledge

1. To never share passwords with anyone and to use strong separate passwords for all accounts.
2. To never download a file or software online from unauthorized sources.
3. To use an antivirus program and keep my devices secure from any security risks.
4. To pause and think about possible cyber risks before I click on unknown links and attachments.
5. To lock my phone, computer, laptop, and other devices when left unattended.
6. To never post personal, sensitive, or non-public information on social media.
7. To be wary of the people I talk to on social media as not everyone is who they say they are on the internet.
8. To never participate in cyber bullying activities.

International Spy Museum Email



University of Illinois Phish Market



Digital and Social Media Overview

StaySafeOnline.org Website Analytics:

The Cybersecurity Awareness Month landing page was hosted on NCA's website staysafeonline.org. The landing pages linked out to various relevant pages across the website, including educational pages on passwords, multi-factor authentication, phishing, and software updates. The landing page also hosted information about the campaign, campaign history, events and Champion program. [Staysafeonline.org](https://staysafeonline.org) saw the below metrics leading up to and during the campaign. The decrease in visitors and pageviews for 2022 is attributed to the launch of NCA's new website in the Spring of 2022 and subsequent decrease in SEO rankings. NCA also consolidated the number of pages on its Cybersecurity Awareness Month landing pages to improve the user experience.

<u>StaySafeOnline.org</u> <u>Overall Website</u> <u>(Sept 1 - Oct 31)</u>	<u>2022</u>	<u>2021</u>	<u>2020</u>	<u>2019</u>	<u>2018</u>
Unique Visitors	181,033	274,539	253,790	187,474	165,166
Pageviews	400,681	651,700	631,668	533,062	501,262

Blogs: Between September - October, NCA added 12 Cybersecurity Awareness Month guest articles to the Stay Safe Online blog. The following organizations contributed blogs: Amazon, NortonLifeLock, Lenovo, Dell Technologies, Knowbe4, Cyware, Microsoft, HPE, Malwarebytes, Bank of America, AIG

Social Media Metrics:

NCA tracked the use of all Cybersecurity Awareness Month hashtags and keywords through listening tools on Twitter, Facebook, Instagram, Reddit, and Youtube between September 1 to October 31, 2022. The decrease from 2021 to 2022 is attributed to less engagement from social media accounts with large followings, and from large accounts that participated in Cybersecurity Awareness Month but used their own hashtags and phrases that weren't included in NCA's listening tools.

<u>Posts about Cybersecurity Awareness Month</u> (Sept 1 - Oct 31)	<u>2022</u>	<u>2021</u>	<u>% Change</u> (2021 - 2020)
Total Volume	184,241	204,993	-10%
Unique Authors	57,667	61,700	-6.5%
Total Engagements	857,903	904,885	-5.2%
Total Potential Impressions	2.04b	2.25b	-9.3%

Since 2019, Cybersecurity Awareness Month hashtags have seen the following usage:

<u>#BeCyberSmart Usage</u> (Sept 1 - Oct 31)	<u>2022</u>	<u>2021</u>	<u>2020</u>	<u>2019</u>	<u>% Change</u> (2019 - 2022)
Total Volume	36,612	79,948	77,117	45,244	-19.7%
Unique Authors	11,323	22,706	24,728	14,014	-19.2%
Total Potential Impressions	422.6m	960.86m	752.3m	387.7m	+9%

<u>#CybersecurityAwarenessMonth Usage</u> (Sept 1 - Oct 31)	<u>2022</u>	<u>2021</u>	<u>% Change</u> (2021 - 2022)
Total Volume	88,258	82,563	+6.9%
Unique Authors	28,924	29,442	-1.8%
Total Potential Impressions	902.77m	970.26m	-6.9%

<u>#CyberMonth</u> (Sept 1 - Oct 31)	<u>2022</u>	<u>2021</u>	<u>% Change</u> (2021 - 2022)
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Total Volume	10,063	9,081	+10.8%
Unique Authors	3,972	3,323	+19.5%
Total Potential Impressions	208.83m	86.95m	+140.2%

NCA Twitter 2022 Campaign Metrics:

Twitter (Sept 1 - Oct 31)	2022	2021	2020	2019	% Change (2019 - 2022)
Followers	134,107	107,214	87,512	72,149	+85.9%
Total Engagement	16,355	19,975	21,010	15,408	+6.1%
Number of Posts	240	295	307	438	-45.2%
Total Impressions	731,693	1,985,201	1,538,089	4,549,701	-83.9%

NCA Facebook 2022 Campaign Metrics:

Facebook (Sept 1 - Oct 31)	2022	2021	2020	2019	% Change (2019 - 2022)
Followers	228,428	230,406	235,205	240,082	-4.9%
Number of Posts	154	135	169	47	+227.7%
Engagements	4,545	5,518	5,466	15,055	-69.8%
Impressions	460,524	585,721	315,937	165,038	+179%

NCA LinkedIn 2022 Campaign Metrics:

LinkedIn (Sept 1 - Oct 31)	2022	2021	2020	2019	% Change (2019 - 2022)
Followers	37,802	28,308	10,916	5,792	+552.6%
Number of Posts	173	146	168	48	+260.4%
Engagement	6,126	3,995	2,487	1,410	+334.6%

Impressions	141,639	116,862	57,074	30,944	+357.7%
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Notable Social Media Engagements

- [New York Times](#)
- [Google](#)
- [Samsung](#)
- [Google Chrome](#)
- [Department of Defense](#)
- [State Department](#)
- [Coinbase](#)
- [Amazon](#)
- [Intel](#)
- [Blackberry](#)
- [Dropbox](#)
- [FBI](#)
- [Cisco](#)
- [Nasdaq](#)
- [Bank of America](#)
- [U.S. Army](#)
- [AWS Cloud](#)
- [Department of Homeland Security](#)
- [GitHub](#)
- [Government of India](#)
- [Government of Nigeria](#)
- [New York Stock Exchange](#)
- [U.S. Navy](#)
- [World Economic Forum](#)
- [U.S. Air Force](#)
- [Department of Education](#)
- [U.S. Secret Service](#)
- [U.S. Marines](#)
- [Zoom](#)
- [NSA](#)



Traditional Media

Cybersecurity Awareness Month was covered by online, print and broadcast groups across the globe. Between September - November 2022, there were 10,006 articles or segments published about the month, resulting in over 3.5 billion unique views. A breakdown of this coverage can be found below. The decrease in total reach is attributed to a fewer number of articles from a top tier media outlet as compared to the number of articles this outlet produced in 2021.

Coverage Breakdown By Media Group

	Frequency	% Change from 2021	Reach	% Change from 2021
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Online	8,382	+2.9%	3,366,968,759	-34.1%
Broadcast	1,428	-34.9%	188,225,073	+81.8%
Print	196	+20.2%	13,589,913	+102%
Total	10,006	-4.7%	3,568,783,745	-31.6%

Top Articles

Date	Outlet	Title
9/23/2022	MSN	Cybersecurity Awareness Month: Time for a Security Check
10/28/2022	GitHub Online	Cybersecurity spotlight on bug bounty researcher @ahacker1
10/13/2022	Medium	Cybersecurity Awareness October is Over-Power of Password Will Stay
10/03/2022	Yahoo! Finance	Travelers Institute to Host Cybersecurity Education Events throughout October
10/03/2022	Forbes	Cybersecurity Month: What You Should Do All Year Long

Media coverage with NCA

This year's Cybersecurity Awareness Month theme — See Yourself In Cyber — reiterates the increasingly understood truth that cybersecurity is everyone's responsibility. Below is a breakdown of coverage generated from outreach to key relevant media contacts and 'friendlies' over the course of this year's Cybersecurity Awareness Month. The following 8 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.

Media Coverage:

- **Politico (UVM: 49,000,000):** [Cyber hits the campaign trail - POLITICO](#)
- **Venturebeat (UVM:1,700,000)** :[Ignorance isn't bliss: How tech users lack fundamental cybersecurity knowledge | VentureBeat](#)
- **CRN (UVM: 986,400):** [Experts At Amazon, Google, Dell: Cybersecurity Begins At Home](#)
- **BetaNews (UVM: 598,000):** [A third of people fall victim to cyberattacks despite training \(betanews.com\)](#)
- **AIThority (UVM: 127,700):** [AiThority Interview with Lisa Plaggemier, Executive Director at NCA](#)
- **SecureWorld (UVM: 73,900):** [Cybersecurity Awareness Month Focuses on People \(secureworld.io\)](#)
- **Security On Screen (UVM: 60,000):** [1 in 4 internet users victim of identity theft, says National Cyber Security Alliance \(NCA\) and CybSafe - Security On Screen by The Security Industry Group](#)
- **Digit News (UVM: 43,300):** [New data: 1 in 4 internet users victim of identity theft \(digit.fyi\)](#)

For this year's Cybersecurity Awareness Month 2022 virtual briefing, Crenshaw secured 6 media attendees from key trade and top-tier outlets:

- Lorenzo Bicchierai- VICE/Motherboard
- Jay Fitzgerald - CRN
- Jessica Hardcastle- The Register
- Edward Gately-Channel Futures

- Tony Bradley- Forbes/TechSpective
- Charles Sosnik- The Learning Council