

HOW TO GET INVOLVED IN CYBERSECURITY AWARENESS MONTH 2023



Reminders

- This webinar is being recorded
 - The recording will be uploaded to staysafeonline.org
 - Presentation slides will be made available to download
- Please use the Q&A chat box to ask questions at any time
- Note: Please direct media inquiries to CISAMedia@cisa.dhs.gov.

Today's Speakers

Sara Pease

*Deputy Associate Director
for Strategic Relations
Cybersecurity and Infrastructure
Security Agency*

Jennifer Cook

*Senior Director of Marketing
National Cybersecurity Alliance*

About CISA

CYBERSECURITY &
INFRASTRUCTURE
SECURITY AGENCY

Our Work

The Cybersecurity and Infrastructure Security Agency (CISA) is the Nation's risk advisor, working with partners to defend against today's threats and collaborating to build more secure and resilient infrastructure for the future



PARTNERSHIP
DEVELOPMENT



INFORMATION AND
DATA SHARING



CAPACITY BUILDING



INCIDENT
MANAGEMENT
& RESPONSE



RISK ASSESSMENT
AND ANALYSIS



NETWORK DEFENSE



EMERGENCY
COMMUNICATIONS



About the National Cybersecurity Alliance

Empowering a more secure, interconnected world.

- Our alliance stands for the safe and secure use of all technology.
- We encourage everyone to do their part to prevent digital wrongdoing of any kind.
- We build strong partnerships, educate and inspire all to take action to protect ourselves, our families, organizations and nations.
- Free toolkits available on staysafeonline.org



HBCU
Career
Program



Overview of Cybersecurity Awareness Month

What is Cybersecurity Awareness Month?

- **Celebrating 20 years!** Launched in 2004 and takes place every October
- Managed by the Cybersecurity and Infrastructure Security Agency (CISA) and the National Cybersecurity Alliance (NCA)
- Collaboration between government and private industry to raise awareness about digital security and empower everyone to protect their personal data from digital forms of crime
- Ensures that organizations have the resources and communications they need to talk to their employees and customers about staying safe online
- For the 20th year, a new, evergreen theme that will be used year-round and during future Cybersecurity Awareness Months is coming

Overall Campaign



Goal

- Take actionable steps to stay safe online

Tone

- Positive
- Approachable
- Simple
- Back to basics

By the numbers

Feelings towards cybersecurity:

- **78% of people** consider staying secure online a priority
- **57% of respondents** say they are worried about cybercrime
- **46%** felt frustrated while staying secure online
- **39%** of users felt information on how to stay secure online is confusing

Findings from [Oh Behave! The Annual Cybersecurity Attitudes and Behaviors Report 2022](#)

By the numbers

Behaviors:

- **33% create unique passwords for all accounts**
 - 18% of individuals have downloaded a password manager
- **43% of respondents have never heard of multi-factor authentication.**
 - Out of the 57% of the participants who had heard about it:
 - 79% applied it at least once and 94% of them reporting that they were still using MFA
- **92% of respondents took action after a security training**
 - 58% say they are better at recognizing phishing
 - 45% started using strong and unique passwords
 - 40% started using MFA
 - 40% started regularly installing software updates

Ways to Get Involved

2023 Key Messages

- Enable Multi-Factor Authentication
- Use Strong Passwords and a Password Manager
- Update Your Software
- Recognize and Report Phishing Attacks



Get Involved

- Your organization will receive free resources to help you create your own campaign and promote your participation in Cybersecurity Awareness Month
- You can request CISA speakers for Cybersecurity Awareness Month events
- Partner with CISA Cybersecurity Awareness Month by emailing us at awarenesscampaigns@cisa.dhs.gov

Get Involved Cont'd

- Show your support for Cybersecurity Awareness Month by signing up for NCA's Champion program
- Champions represent those dedicated to promoting a safer, more secure and more trusted internet
 - 6,255 Champions in 2022 from 129 countries
- Get your company name listed on staysafeonline.org!
 - [View all Champion organizations](#)
- Receive updates on campaign news, events, materials, and additional helpful resources

<https://staysafeonline.org/cybersecurity-awareness-month/champions/>

Resources: What to Expect

- Partner Toolkit with more ways to get involved
- Sample social media posts and graphics
- Sample articles
- Sample press release and email
- Video conference backgrounds
- Email signature
- Infographics
- Tipsheets on the four key behaviors
- Presentation you or your organization can use to talk about the campaign

Ways to Get Involved: At Work

- Publicize resources and activities
 - Intranet
 - Website
 - Emails to employees/customers
- Promotions
 - Discounts
 - Giveaways
- Hold a contest
 - Phishing simulation
 - Poster contest



Ways to Get Involved: At Home

- Share helpful tips and resources
 - Kids
 - Parents
 - Friends
- Hold a family “tech talk”
 - Discuss how each family member can protect their devices, accounts, and personal information.
- Create a culture of security in your family



Ways to Get Involved: In Your Community

- Volunteer to teach others in your community
- Reach out to
 - Your kid's school
 - A library/ community center
 - Senior center
 - Place of worship
- Use NCA's Volunteer Outreach Toolkit for
 - Tips
 - Sample presentations
 - Talking points



<https://staysafeonline.org/programs/cybersecurity-awareness-month/teach-others-how-to-stay-safe-online/>

Ways to Get Involved: Online

- Join on social media using **#CybersecurityAwarenessMonth**
- Share the sample social media posts and graphics
- Create your own blog posts



Building a Strong Cybersecurity Culture

- **Use basic cybersecurity training.** This helps familiarize staff with cybersecurity concepts and activities associated with implementing cybersecurity best practices.
- **Identify available cybersecurity training resources.** Cybersecurity training resources—on topics like phishing and good email practices—are available through professional association, educational institutions, as well as private sector and government sources.
- **Stay current on cybersecurity events and incidents.** This helps identify lessons learned and helps to maintain vigilance and agility to cybersecurity trends.
- **Encourage employees to make good choices online and learn about risks** like phishing and business email compromise.

Events

Hosting an Event or Training

- Identify your audience and the behavior you want to change/influence
- Keep the learning experience lighthearted, relatable and interactive
- Show buy-in from the C-suite
- Invite an outside speaker
- Follow-up



Request a Speaker

CISA

- Step 1: Fill out the CISA Speaker Request Form: www.cisa.gov/news-events/request-speaker
- Step 2: Submit your request to CISA.Speakers@cisa.dhs.gov
- Reminder: Speaker requests for Cybersecurity Awareness Month events must be received no later than August 18th

NCA

- Level up your organization's cybersecurity knowledge
- New gamified Cybersecurity Awareness Month presentations available
- Learn more: <https://staysafeonline.org/programs/request-a-speaker/>

Attend an Event

- **September 6-7:** Convene: Security Training Conference in Washington DC
- **September 7:** A Celebration of the 20th Cybersecurity Awareness Month
- **October 4:** Virtual: 20 Years of Cybersecurity Awareness Month Kick-off Event
- **October 11:** #CyberChat on Twitter/X

Learn more and register: <https://staysafeonline.org/events-programs/>

Add your event to our partner calendar! Email info@staysafeonline.org

Next Steps: Contact CISA

- **Cybersecurity Awareness Month.** For more information, and to become a CISA Cybersecurity Awareness Month partner, email us at AwarenessCampaigns@cisa.dhs.gov.
- **CISA Regions.** Contact your CISA regional office by visiting www.cisa.gov/about/regions.
- **CISA Central.** CISA Central is the simplest way for critical infrastructure partners and stakeholders to engage with CISA. Contact us by email, central@cisa.dhs.gov, or by phone, (888) 282-0870.
- **Report a Cyber Issue.** Organizations should report anomalous cyber activity and/or cyber incidents 24/7 to report@cisa.dhs.gov or (888) 282-0870.
- Follow CISA (@CISAgov)

Next Steps: Contact NCA

- **Website**
 - StaySafeOnline.org
- **Twitter**
 - @staysafeonline
- **Facebook**
 - /staysafeonline
- **LinkedIn**
 - /national-cybersecurity-alliance
- **Email**
 - info@staysafeonline.org