

CYBER SECURITY AWARENESS MONTH 2020

SOCIAL MEDIA KIT FOR PARTNERS

Cyber Security Awareness Month (CSAM) is an internationally recognized campaign held each October to inform the public of the importance of cyber security — and your organization can be a part of it.

You can use the posts included in this kit to help promote CSAM to your audiences, and give them easy, actionable advice on how to stay safe online.



IT'S TIME TO APPRECIATE OUR DEVICES!

This year, we're making Cyber Security Awareness Month all about the things we care about most: our devices. And in the spirit of device appreciation, we've created five weekly themes showcasing all our favourite devices:

Week 1: Taking Stock

Week 2: Phone Week

Week 3: Computer Week

Week 4: Network Week

Week 5: Smart Device Week

**LEARN MORE ABOUT EACH
OF THE WEEKLY THEMES HERE.**



IN THIS KIT

This social media kit has everything you need to make your partnership with Get Cyber Safe as easy as possible.

The kit includes:

- 14 posts for use on Facebook, Twitter and LinkedIn
- [5 social media graphics to use with the posts](#)




CREATE YOUR OWN CONTENT

Cyber Security Awareness Month is for everyone. You're welcome to use the posts we've provided for you below, or create your own content.

CSAM-specific resources to help with your content creation can be found on the [main CSAM page](#) and the [CSAM partner page](#). Or you can share any of Get Cyber Safe's existing [infographics](#), [videos](#) and [blog posts](#).

Don't forget to use #CSAM2020 when you post to be part of the conversation!

SOCIAL MEDIA TIPS AND TRICKS

- **Use images when you can.** Posts that have relevant images get more views, likes and comments than posts that don't.
 - **Include video content.** Get Cyber Safe has [tons of great video resources](#), including [weekly CSAM theme videos](#) you can share with your audience.
 - **Ask questions.** Engaging content like quizzes and polls are a great way to keep your audience interested.
- 

CYBER SECURITY AWARENESS MONTH PARTNER POSTS

These posts are designed for Facebook, Twitter and LinkedIn. You can also use them on other platforms if you'd like, but make sure to look out for any restrictions like character limits and adapt the posts accordingly!

WEEK 1: TAKING STOCK

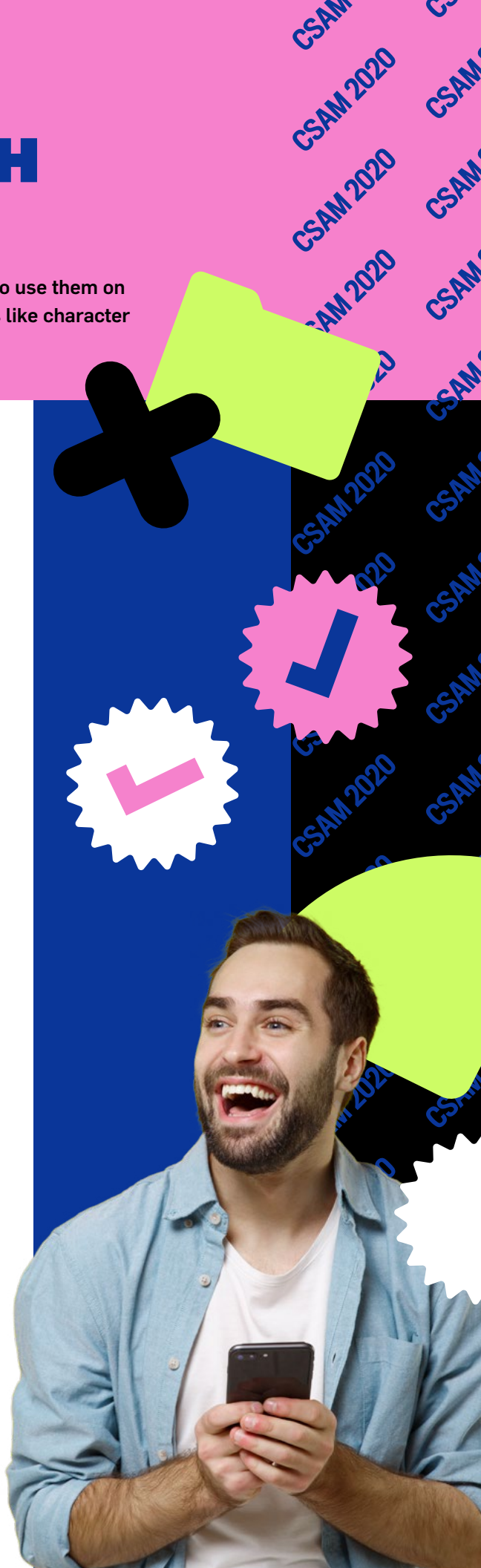
- Connected devices are all around us — from our phones and computers to TVs, fridges and doorbells. October is Cyber Security Awareness Month, and we're using it to make sure we don't take those devices for granted. <https://www.getcybersafe.gc.ca/en/resources?filter=33,220> #GetCyberSafe #CSAM2020
- This Cyber Security Awareness Month, we're celebrating the devices that do everything for us. How do you show your devices you care? <https://www.getcybersafe.gc.ca/en/cyber-security-awareness-month> #GetCyberSafe #CSAM2020

WEEK 2: PHONE WEEK

- Phones are amazing, but sometimes we need a break. Why not install those updates you've been avoiding? It's a great excuse to step away from your phone while helping you #GetCyberSafe. <https://www.getcybersafe.gc.ca/en/resources?filter=37,220> #CSAM2020
- Unexpected messages asking for sensitive info like credit card numbers or passwords aren't just overly friendly — they're probably a scam. #GetCyberSafe by knowing how to spot a #phishing message: <https://www.getcybersafe.gc.ca/en/resources/video-phishing-dont-take-bait> #CSAM2020
- Your phone knows a lot about you. If possible, make sure it knows your fingerprint or face too. Use them together with a passcode to add an extra layer of security. <https://www.getcybersafe.gc.ca/en/resources/video-multi-factor-authentication> #GetCyberSafe #CSAM2020

WEEK 3: COMPUTER WEEK

- Computers are complex machines, so it just makes sense to protect them with complex passwords or passphases, right? Here's a handy guide to help you #GetCyberSafe: <https://www.getcybersafe.gc.ca/en/resources/video-creating-strong-password> #CSAM2020



- Ransomware is scary, but you can protect yourself against it! Back up your files and devices to the cloud, a USB stick or an external hard drive at least once a week. <https://www.getcybersafe.gc.ca/en/blogs?filter=109> #GetCyberSafe #CSAM2020
- Is #remotework your new normal? Then making sure your computer is secure should fit into your new routine, too. Here's how you can get start #workingfromhome safely: <https://www.getcybersafe.gc.ca/en/blogs/cyber-security-covid-19-how-set-cyber-secure-home-office> #GetCyberSafe #CSAM2020

WEEK 4: NETWORK WEEK

- Our routers are some of the most underappreciated devices in our home. But without them, none of our other connected devices could do their jobs. #GetCyberSafe and show your network some love by securing your router: <https://www.getcybersafe.gc.ca/en/blogs?filter=109> #CSAM2020
- What do you know about the networks you're connecting to? If it's not much, like a public Wi-Fi network at a coffee shop, take precautions to #GetCyberSafe — use a VPN and don't access sensitive information while on public Wi-Fi. <https://www.getcybersafe.gc.ca/en/resources?filter=33,220> #CSAM2020
- #WorkingFromHome means making your home network more secure than ever before. To prevent unwanted access to your home Wi-Fi, change your network name and password to something unique. <https://www.getcybersafe.gc.ca/en/resources?filter=37,220> #GetCyberSafe #CSAM2020

WEEK 5: SMART DEVICE WEEK

- Your smart home device knows a lot about you, like your routines, habits and maybe even payment information. Make sure it keeps that info to itself by updating its privacy settings. <https://www.getcybersafe.gc.ca/en/blogs?filter=109> #GetCyberSafe #CSAM2020
- Are your smart devices a little smarter than they need to be? An all-knowing device may be convenient, but it can also put you in some tough situations if you don't #GetCyberSafe. <https://www.getcybersafe.gc.ca/en/resources?filter=37,220> #CSAM2020
- Are you in one of almost three million Canadian homes with a smart device? Then you need to know how to keep it, and your data, safe. Here's a quick 101 guide: <https://www.getcybersafe.gc.ca/en/blogs?filter=109> #GetCyberSafe #CSAM2020

