* We like to engage our followers on social media with practical tips....definitely fits our very tight budget
* One creative idea I am doing this year is developing a contest where they win points all month for doing different activities and the most points at the end of month gets a prize. :)
* You can create your own Wordle games at https://mywordle.strivemath.com/ There are TONS of 5-letter cyber words, starting with cyber. :)
* Weekly intranet postings for core 4 topics throughout the entire month. Polls, quizzes; gift cards for person who has never been phished in company trainings
* Cyber awareness bingo (fill in a square for successfully IDing/completing a cyber safe activity)
* We also did Phishing Derby's, downloadable games, meet and greets with spin the wheel trivia and other things.
* Our users are big fans of anything competitive. We have the best luck with doing puzzles and games Our staff gets super excited and involved whenever we do them, stuff from like crosswords to anagrams.
* We have done physical cyber escape rooms that we created in-house. Also, a Phishing Derby which is an opt-in competition where we phish the players all month and award those with perfect scores.
* We have run CTF's before built on CTFd
* I use an escape room from a company called LivingSecurity.
* Phishing Derby: I set up at least 10 phishing simulations and scatter them to go out at random times, some in the same day, every other day and see if people catch the phish. If they do, I tally the scores on a web site where it is set up as a race to see who gets to the finish line.
* For those interested in building your own escape room, check out this video. It was presented at a SANS Summit a few years ago. I used it as an inspiration for us: https://www.youtube.com/watch?v=ICAFqq4BMS4
* We considered doing an escape room but really comes down to cost. Potentially reach out to your suppliers/vendors they may be open to additional talks/interactions and getting involved, we are planning a capture the flag through one of them.
* I'm not sure what software I'd use to create it, but I want to take screenshots of phishing emails/texts and make them interactive so people can "spot" the signs of phishing by clicking on each one. Weird spelling/grammar, vague greeting, urgency/consequences, sending email not matching sender's name, links not legitimate, etc. They can challenge themselves to get a perfect score on each one.
* Creating deepfake video of the C-suite to show employees.
* Last year we did PodCasts with in-house experts and they were very popular as well. They were funny and informative and visually appealing
* We created our own Digital Scavenger Hunt as well as a CyberTrivia contest and awarded prizes for winners of each. Very easy and low cost.
* Last year we created a free self-paced awareness training that small orgs could use to train employees.
* Did a scavenger hunt related to internal cybersecurity policies and gave out prizes to winners. AwardCo is a good engagement reward platform
* I had a hard time finding swag to give out that was actually cute so I made some stickers on my own, if anyone is interested: https://www.etsy.com/shop/SecuritySwag
* We picked 4 topics related to our organization and did the following related to the topics:
  + 1. Weekly Email with information, KnowBe4 training, resources and we highlight a cyber attack.
  + 2. Office posters and electronic signage
  + 3. Weekly Teams messages
* Crossword Puzzle Generator: <https://puzzlemaker.discoveryeducation.com/word-search>. Great free tool for various types of puzzles, not just crossword
* Digital scavenger hunt we did was to have colleagues search intranet and internal communication pages for items. Then we gave away cash prizes typically $25 for top winners or randomly selected winners
* Last year we also introduced our new cybersecurity mascot, CyBot. I had a friend 3D print several as bigger prizes. People loved him
* In addition to our annual Symposium, we run weekly cybersecurity awareness articles
* There are a number of online trivia sites out there. Many are really inexpensive and allow customization and are very flexible.
* We ran lunch & Learns for the business community and general public every week for Cyber Awareness month. <https://www.cyberneticglobal.com>
* I intend to do just a simple LinkedIn campaign, posting 2 or 3 times a week, and then possibly boost these posts for reach.
* I used https://ctf.hacker101.com/ to do a capture the flag. I created a point system based off of the difficulty level and how many flags were fun. This was a fun way to keep more technical employees engaged.
* These are the phish stickers we created. <https://drive.google.com/drive/folders/113TFe9qlWpCcmueTwSkFG-eu9sLjpySc?usp=sharing>
* Something I have done in the past that was successful was a phishing tournament - challenged employees to create their own phishing email, the winner was used as a simulation. Helped them to think through lures and red flags.
* We bought in a leading expert to talk about children safety online, was a great turn out and really changed some perspectives, they want more of this! make it relatable and they will listen.
* We had our local FBI office come in and talk about ransomware one year and scams another year. It was great and its free so reach out to your local FBI office
* Last year, we had weekly "missions" our theme was "Mission Possible" and we hit on business continuity, phishing, vendor management, and cybersecurity hygiene. Each week had a game or activity and a tangible action item that they could begin implementing right there and then...like updating their personal phone number so they can get security related alerts for BC....etc.