NATIONAL CYBERSECURITY ALLIANCE

Cybersecurity Awareness Month

2025

We Empower 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.

Only together can we realize a more secure, interconnected world.

CYBERSECURITY AWARENESS MONTH

convene

Data Privacy Week

AI FOOLS
Stay Sharp!

CyberSecure MY BUSINESS

NEXT TIME ON KUBIKLE

SEE YOURSELF IN CYBR

Poll

Have you participated in Cybersecurity Awareness Month prior to this year?

1 About Cybersecurity Awareness Month

About

Began

2004

When

Oct 1 - 31

Hosted by

NCA

Audience

Everyone!

Partners

Public and Private Sector Organizations

Goal

Educate the general population about digital security and empower everyone to take actionable steps to protect their personal data

Objectives

- Ensure organizations have the resources and communications they need to talk to their employees and customers about staying safe online

- Collaborate between government and private industry to raise awareness

https://staysafeonline.org/programs/cybersecurity-awareness-month/

2024 Results

3,800
registrants

Organizations and individuals registered as Champions

27
sectors

Champions came from 27 different sectors, primarily technology, higher education, government and financial services.

18,550
social media users

Unique authors posted about the month on social media.

107
countries

Number of countries represented by registered Champions.

58 million
people

Estimated reach of all Champion organizations.

45,612
posts

Posts used the hashtag #CybersecurityAwarenessMonth

The Core 4

01   Use strong passwords and a password manager

02   Turn on multifactor authentication

03   Update your software

04   Recognize and report **scams**

Tone of Voice

☑ Simple (no jargon)

☑ Approachable and empathetic

☑ Back to basics

☑ Empowering

Why

From our research, we've learned...

46%

of people say trying to stay staying secure online is **frustrating**

44%

say security is **intimidating**

40%

say information on how to be secure is **confusing**

Source: Oh Behave! The Cybersecurity Attitudes and Behaviors Report 2024

2 **Become a Partner**

Become a Partner

- Become a Champion and spread the word!

- Request a speaker.

- Attend or sponsor an event.

- Get in touch.

Become a Champion

Receive a toolkit of free materials exclusively for registered Champions

- A campaign guide and sample content calendar
- Tip sheets on
    - Passwords
    - Password managers
    - Multifactor authentication
    - Software updates
    - Scams and Phishing
- Social media graphics
- Social media posts

- Four Animated videos
- Sample trivia questions
- Sample copy for a
    - Newsletter
    - Press release
    - Senior leadership announcement
    - Official proclamation
- Cybersecurity Awareness Month logos
- A 2025 Champion badge

https://www.staysafeonline.org/cybersecurity-awareness-month#champion

Stay Safe Online.org
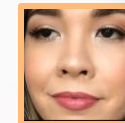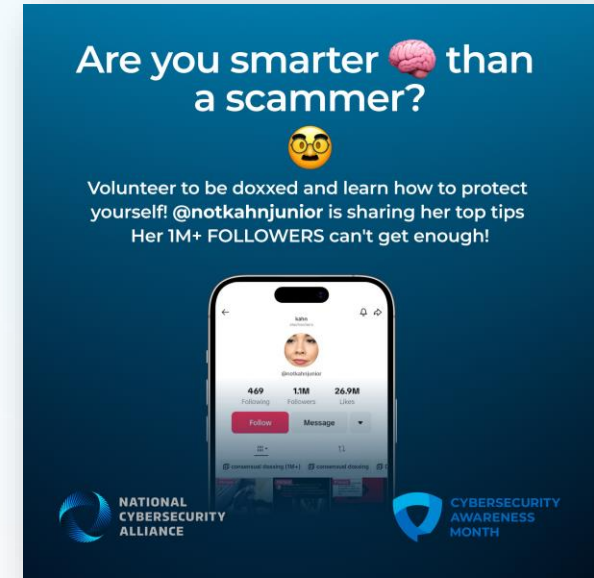
Request a Speaker
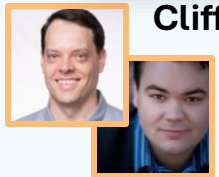
Cliff Steinhauer & Barry Eitel
Level Up Your Cybersecurity Game Show

Lisa Plaggemier
A Whole Lotta BS (behavioral science) about Cybersecurity

Kristen Sotakoun AKA @notkahnjunior
Think You're Hiding on the Internet?

https://staysafeonline.org/programs/request-a-speaker/ - Submit your request by August 1

Request a Speaker: New Presentations

The Smart Person's Guide to Getting Duped

Debbie Fox, AUTHOR & SPEAKER

Get into the mindset of the bad guys and learn how they target all of us. We'll examine how to protect your data and what to do if you think you or a loved one is a victim of a scam.

Click, Apply, Regret: A Scam Survival Story

Amisha Datta, SCAM SURVIVOR

In this session, we meet a bright college graduate who was targeted by scammers while job hunting. Follow her story from first contact to recovery.

https://staysafeonline.org/programs/request-a-speaker/ - Submit your request by August 1

Stay Safe Online.org

Events

- **Aug – Sept: Core 4 Webinar series**
  - Audience: General public
  - Format: Virtual

- **Aug 26 – 27: Convene: Cleveland***
  - Audience: Security awareness professionals
  - Format: Two day in-person conference

- **Oct 1: Kick-off Virtual Event***
  - Audience: Cybersecurity professionals
  - Format: Virtual webinar

- **Oct TBD: NCA Trivia Game Show**
  - Audience: General public
  - Format: Virtual

- **Oct 21: NCA Cybersecurity Summit***
  - Audience: Cybersecurity executives
  - Format: In person

- **Nov TBD: CAM Afterglow**
  - Audience: Security Awareness Professionals
  - Format: Virtual get-together

Stay up to date on upcoming events: https://www.staysafeonline.org/events

*Sponsorship opportunities available

3 **Create Your Campaign**

How Partners Participated in 2024

Champions participated in the campaign a variety of ways, including:

- **Sending out an employee email (60%)**

- **Posting a blog or article (48%)**

- **Posting about the month on social media platforms (45%)**

- **Holding a training or event for employees (40%)**

68% ran an internal campaign

42% ran an external

18% participated as an individual

Sample Content Calendar

Late September: **Pre-Promotions**

- o Let your audience know what to expect in October

Week 1: **October 1 – 3: Cybersecurity Awareness Month Kick-off – Stay Safe Online**

- o Send internal and external announcements
- o Launch a competition or phishing simulations

Week 2: **October 6 – 10: Use strong passwords and a password manager**

- o Share toolkit resources on passwords
- o Host an event

Week 3: **October 13 – 17: Turn on multifactor authentication**

- o Share toolkit resources on MFA
- o Add MFA how-tos to your internal portal or newsletter

Sample Content Calendar

Week 4: **October 20 – 24: Update your software**
- o Share toolkit resources on updates
- o Celebrate Cybersecurity Career Week

Week 5: **October 27 – 31: Recognize and report scams**
- o Share toolkit resources on scams
- o Educate employees on internal reporting tool

Wrap-up: **November 3 - 7**

- o Send an email highlighting your activities, results, and successes.

- o Recap best practices learned throughout the month.

At Work

- Publicize resources and activities
  - Intranet
  - Website
  - Emails to employees/customers

- Promotions
  - Discounts
  - Giveaways

- Hold a contest
  - Phishing simulation
  - Online scavenger hunt
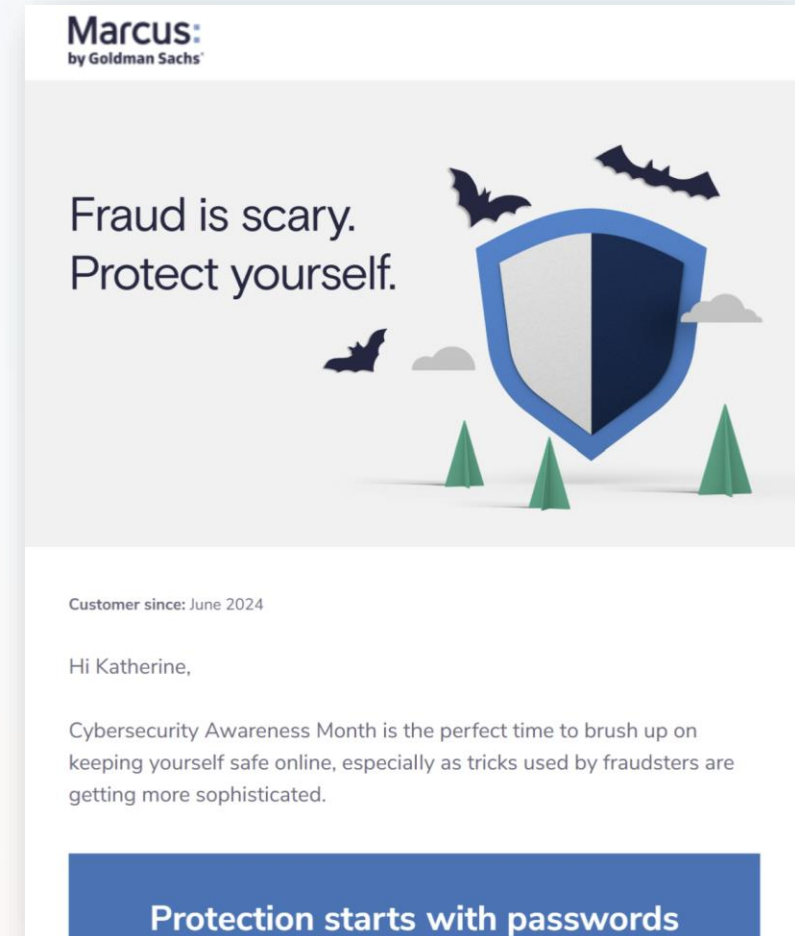
Online

- Join on social media using

#CybersecurityAwarenessMonth

- Share the sample social media posts and graphics

- Use our sample copy in your emails and newsletters

Host an Event

- Identify your audience and the behavior you want to change

- Keep the learning experience lighthearted, relatable and interactive

- Show buy-in from the C-suite

- Invite an outside speaker

- Follow-up

How do you participate?

Put your plans and past activities in the chat!

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

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 the Volunteer Outreach Toolkit for
  - Tips
  - Sample presentations
  - Talking points

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

4   **Additional Resources and Programs**

Other Upcoming Campaigns

Summer 2025 – **Then & Now: Online Safety for Older Adults**

August 26 – 27 – **Convene: Cleveland**

September – **Kubikle Season 2**

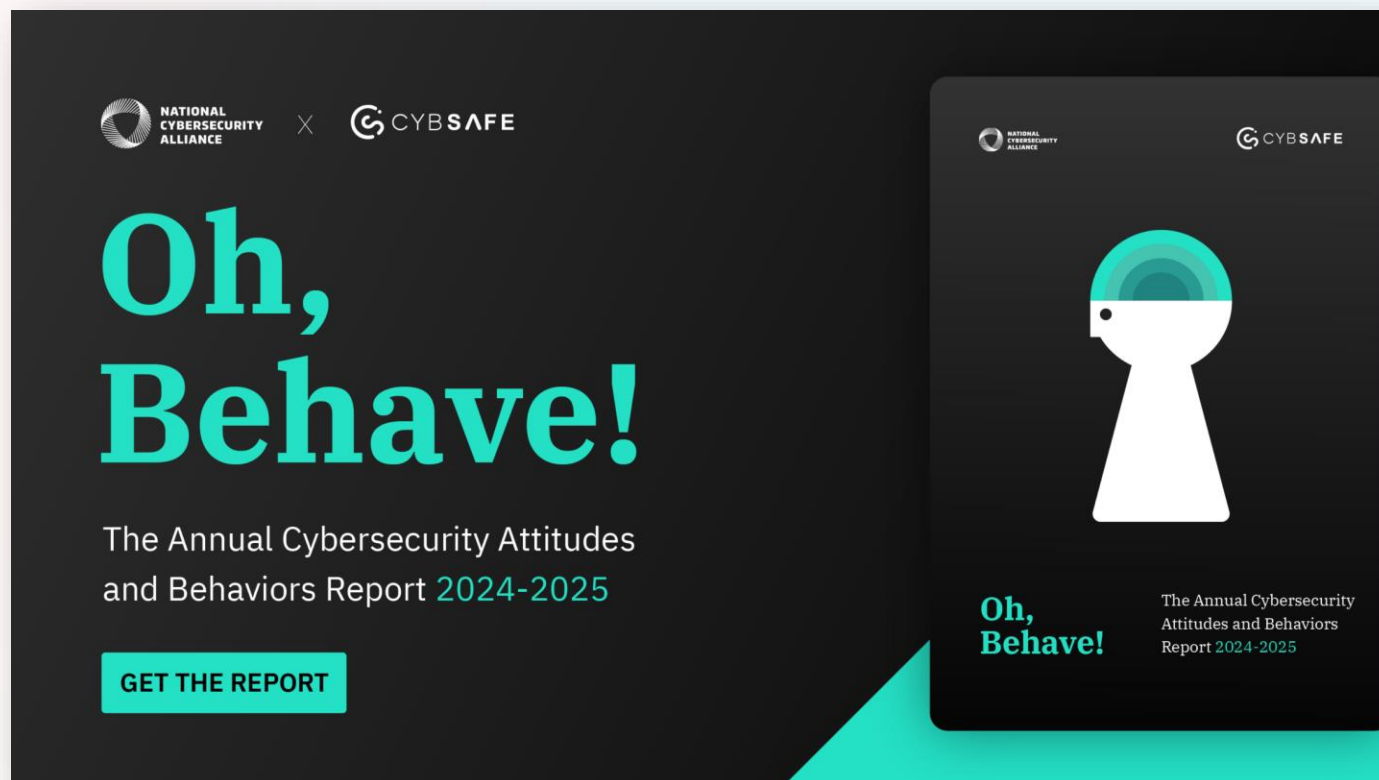**September** – **Oh Behave 2025 Report Release**

October – **Cybersecurity Awareness Month**

Oh, Behave! 2025

Coming this September

Surveying

- ○ United States
- ○ United Kingdom
- ○ Germany
- ○ Australia
- ○ India
- ○ Brazil
- ○ Mexico

Join us at Convene!

Coming to Cleveland, OH this August 26 – 27

Meet the training and awareness community and connect ahead of Cybersecurity Awareness Month!

[Tickets on sale now](#)

CONVENE: CLEVELAND

At the intersection of people and security

→ InterContinental Cleveland Hotel
August 26–27, 2025

Stay Safe Online.org | Convene

StaySafeOnline.org

Start Exploring >

Check out our website for hundreds of additional free resources, campaigns, toolkits and articles!

Latest Resources

OVER 839 ARTICLES AND RESOURCES

Videos | Career Changers | Toolkits | Educators | Career Stories | For Businesses | Kids and Teens

What Are Common Crypto Scams?
Cryptocurrency investment scams are big business, but you can keep your wallet safe.

Read >

Are Passwords Going Away? What You ...
The future of logging in is already on your ...

Read >

Best Vacation and Travel Cybersecurity Tips
Whether you're lounging on a beach or hiking ...

Read >

How To Write a Cyber Resume and LinkedI...
If you're hunting for a job in cybersecurity, ...

Read >

How You Can Help Secure Smaller Vendors...
If you work in third-party risk management ...

Read >

DON'T MISS OUT!

Safe Words
An awareness campaign on AI-enabled scams & responsible AI use.

Learn More >

WEBSITE

StaySafeOnline.org

X

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