



**CYBERSECURITY
AWARENESS
MONTH**

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2023 Partner Overview

#CybersecurityAwarenessMonth

Presented By



**NATIONAL
CYBERSECURITY
ALLIANCE**

ABOUT

Cybersecurity Awareness Month is a 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. The National Cybersecurity Alliance and the Cybersecurity and Infrastructure Agency (CISA) are working together to create resources and communications for organizations to talk to their employees and customers about staying safe online and encouraging actions we can all take to protect ourselves against malicious cyber actors.

THEME

2023 marks **20 Years of Cybersecurity Awareness Month!** In honor of the 20th year, we're looking at how far security education and awareness has come in that time, and where it needs to go in order to fulfill our vision of a secure interconnected world.

Continue to stay tuned closer to October for an announcement of a brand new, evergreen security awareness theme that will be used year-round and in future Cybersecurity Awareness Months to spotlight security awareness. The year-round campaign will be officially announced in October 2023. In the meantime, we encourage you to highlight Cybersecurity Awareness Month's key messages in the section below, when creating your campaign.

KEY MESSAGES

Rather than weekly themes, NCA and CISA will promote the following four key cybersecurity behaviors throughout October. These four key behaviors were created to be simple and actionable for both individuals and businesses. These messages will provide the basis for Cybersecurity Awareness Month resources, events and presentations:

- **Enabling multi-factor authentication**
- **Using strong passwords and a password manager**
- **Updating software**
- **Recognizing and reporting phishing**

TONE

While most of the cybersecurity news articles are about massive data breaches and hackers, it can seem overwhelming and feel like you're powerless against it. Cybersecurity Awareness Month demonstrates that cybersecurity doesn't have to be scary. It can be easy to adopt secure habits and even bring you some peace of mind that your virtual life is safe. We do this through the following tone of voice:

- **Positive** – Scare tactics don't work. Instead of using scary "hackers in hoodies" images, show people why they should care about reducing cyber risks and how strengthening their cybersecurity can, and should, be incorporated into their daily lives.
- **Approachable** – Cybersecurity seems like a complex subject to many, but it's really all about people. Make it relatable and show how all of us can practice good cyber hygiene that will keep us secure, and give us the peace of mind that our data, finances, and families are protected.
- **Simple** – No jargon! Avoid acronyms like "MFA" unless you define it immediately.
- **Back to basics** – Even just practicing the basics can make a huge difference

ENABLE MULTI-FACTOR AUTHENTICATION

Less than two-thirds (57%) of respondents to an NCA survey say they have heard of MFA. Many people don't realize that multi-factor authentication is an incredibly important tool that goes a long way in keeping accounts secure. In fact, of those who knew about it, most had applied MFA to their online accounts (79%) and were still using it (94%), showing that once MFA is enabled, users will keep using it. This month, we're showing others how easy it is to enable MFA wherever possible.

USE STRONG PASSWORDS AND A PASSWORD MANAGER

As our online lives expand, we've gone from having just a few passwords to today, where we might manage upwards of 100. That's 100 unique passwords to remember, if you're using strong password habits. Password managers can save users a lot of headache and make accounts safer by recommending strong passwords. This October, we're dispelling the misconceptions about password managers and showing others how these tools will keep them safe online.

UPDATE YOUR SOFTWARE

Almost 2 in 5 survey respondents say they either "sometimes," "rarely," or "never" install software updates (NCA). One of the easiest ways to keep information secure is to keep software and apps updated. Updates fix general software problems and provide new security patches where criminals might get in. This Cybersecurity Awareness Month, we're telling others to step away from the "remind me later" button to stay one step ahead of cybercriminals.

RECOGNIZE AND REPORT PHISHING

Phishing attacks increased by 61% in 2022, according to SlashNext. Phishing attacks have become an increasingly common problem for organizations of all sizes and can be very difficult to spot. 30% of small businesses consider phishing attacks to be their top cybersecurity concern. It's important for every individual to stop and think before clicking on a link or attachment in a message and know how to spot the red flags. Cybersecurity Awareness Month 2023 will give individuals the tools they need to recognize a phish and report it to their organization or email provider.

RESOURCES

- **Champion Resources**

- Starting August 1, sign your company up as a Champion to receive your Cybersecurity Awareness Month resources including:
 - Social media graphics
 - Social media sample posts
 - Video conference backgrounds
 - A word search and crossword
 - Tip sheets on each key behavior
 - A guide on how to survive various cyberattacks
 - Special badges to show your Champion status
 - Email signature
 - And more!

- **Oh Behave: Cybersecurity Attitudes and Behaviors Report**

- Each year, the National Cybersecurity Alliance releases research to better understand the public's security behavior and to act as a call to action for better secure habits online. The 2023 report will be available this October.
- [Download the 2022 Report](#)

- **Events Calendar**

- Add your Cybersecurity Awareness Month events to our [partner calendar](#). Email info@staysafeonline.org.

- **Speaker Requests**

- Throughout October, we are offering fun, interactive group presentations for your employees on how to stay safe online. Individual presentations available for larger audiences.
- [Request a speaker or presentation](#)

- **Let us know about your Cybersecurity Awareness Month activities and resources.**

- We want to help boost your efforts by retweeting and highlighting your free community resources in our newsletters. Contact jennifer@staysafeonline.org.

TEACH OTHERS HOW TO STAY SAFE ONLINE

We're calling on all security professionals to share their expertise and volunteer to teach your community about online safety. Even if you don't think of yourself as a teacher, you have something to share with your friends, neighbors, and other people in your community.

We've partnered with SafeGuard Cyber and Tracy Maleeff (a.k.a. the InfoSecSherpa) to share tips on how to present a basic "Information Security 101" talk in your community!

[Fill out our form](#) to receive a tip sheet and 4 sample PowerPoint presentations with speaker notes you can use to present to kids, teens, older adults and the general public

SECURITY AWARENESS EPISODES

Looking for video content? NCA and Adobe partnered to bring you a series of eight "Security Awareness Episodes". These fun videos cover topics including password, wi-fi, multifactor authentication and removeable media. All videos can be viewed on NCA's Youtube Channel and can be downloaded! All our partners are free to use and share these videos within their organizations. Add them to your LMS or send them to employees! [View and download all episodes here.](#)

ADDITIONAL TOOLKITS

Download more free tip sheets, social media graphics, infographics and more to share with your employees and community on the topics below:

- [Cyberbullying](#)
- [Vacation and Travel Security](#)
- [Online Romance Scams](#)
- [Online Holiday Shopping](#)

EVENTS CALENDAR

[How to Get Involved in Cybersecurity Awareness Month 2023](#)

Date and Time: August 9, 2023 at 2pm ET and available on demand afterwards

Location: Virtual

Want to learn more about how you or your organization can get involved in Cybersecurity Awareness Month 2023? Take an in-depth dive into the campaign during this special webinar presented by the National Cybersecurity Alliance and Cybersecurity and Infrastructure Security Agency (CISA). We'll provide an overview of the new theme, review materials in this year's toolkit and share tips and advice for launching your own initiatives!

[Convene: Washington, D.C.](#)

Date and Time: September 6-7, 2023

Location: The Watergate Hotel, Washington, D.C.

Over two days, you will hear from renowned experts in the field, connect with industry peers, and visit with quality vendors. Experts will speak on the latest developments in security awareness, phishing campaigns, social engineering, behavioral science, managing human risk, and more exciting topics!

[A Celebration of the 20th Cybersecurity Awareness Month](#)

Date and Time: September 7, 2023 at 5pm ET

Location: The Watergate Hotel, Washington, D.C.

Join NCA as we celebrate 20 years of Cybersecurity Awareness Month, by reuniting leadership, staff, and partners who have championed this initiative over the past 20 years. Join us for drinks, appetizers, games and views from the Top of the Gate at the Watergate Hotel!

[20 Years of Cybersecurity Awareness Month Kick-off Event](#)

Date and Time: October 4, 2023 at 2pm ET

Location: Virtual

The public and private sectors continue to come together to secure technology, protect critical infrastructure and bridge the cybersecurity careers gap. In honor of 20 years of Cybersecurity Awareness Month, elected officials, government leaders and industry executives will join to examine how far we've come and look at where we need to go.

[#CyberChat Twitter Chat](#)

Date and Time: October 11, 2023 at 2:00pm ET

Location: Twitter

This October is the 20th annual Cybersecurity Awareness Month and @staysafeonline is hosting a Twitter chat! This Twitter Chat will feature the month's themes, practical steps individuals can take to better secure themselves, helpful resources, and much more! Join the Twitter chat to feature your organization's educational information and resources, and help your followers understand how to #staysafeonline.

View all events from NCA and our partners here: <https://staysafeonline.org/events-programs/>

CONTACT US

About the National Cybersecurity Alliance

The National Cybersecurity Alliance is a non-profit organization on a mission to create a more secure, interconnected world.

We advocate for the safe use of all technology and educate everyone on how best to protect ourselves, our families, and our organizations from cybercrime.

We create strong partnerships between governments and corporations to amplify our message and to foster a greater “digital” good.

WEBSITE

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CONTACT

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