



## National Cyber Security Alliance National Cybersecurity Awareness Month 2018 Results

**Summary:** The 15th annual National Cybersecurity Awareness Month (NCSAM) generated impactful results not only with consumers but across industry, diverse organizations, government, the military and academia. NCSAM 2018's primary goal was to raise awareness and empower everyone online to be safer, more secure and better able to protect their personal information by taking simple, actionable steps. The month's theme – "Our Shared Responsibility" – emphasized the role everyone plays in promoting a more trusted internet. There was tremendous engagement with our materials and sharing of key messages and advice. Whether it was linking the National Cyber Security Alliance (NCSA) and the U.S. Department of Homeland Security (DHS), showcasing the themes, the widespread use of NCSA-created collateral or the promotion of our partners' programs – similar to last year – the organic growth gained great momentum. Below is a snapshot of some of NCSAM's most striking achievements:

**Widespread Media Coverage:** During the September and October timeframe, various activities including ongoing NCSA communications, proactive media outreach, partner campaigns and events, resulted in 3.6 billion views – which increased cybersecurity awareness and generated mass attention to the weekly themes.

**Radio Media Tour (RMT):** On Oct. 2, Russ Schrader (NCSA's former executive director) participated in 18 interviews with radio programs nationwide. More than 30 million listeners learned about NCSAM, "Our Shared Responsibility", NCSA's work with DHS, the weekly themes, key messaging and tips for online safety and security. Overall, the RMT was a great success and reached an audience of 13 million+ more than in 2017.

**Strong Board/Partner Support:** Engagement was strong as exemplified by 60 NCSAM-focused press releases and other far-reaching initiatives generated by our Board member companies and trusted partners. NCSAM's ongoing success would not be possible without their dedication.

**Government Engagement:** There was continued, robust support by various government organizations, like the Federal Bureau of Investigation, Federal Trade Commission and Department of Energy, which showcased NCSA's weekly themes, overarching "Our Shared Responsibility" message and assorted resources.

**Widespread Support from Academia:** Universities and colleges from coast to coast actively supported NCSAM with student communications, articles and on-campus activities expanding awareness among vulnerable student populations. Many colleges and universities also designed their own NCSAM website content. Here is a sample of some of the individual programs and initiatives: City University of New York, University of Delaware, University of California, UCLA, University of Nebraska Omaha, University of Maryland.

**NCSA Awards:** In early September, NCSA launched the first-ever NCSA Awards – which shined a spotlight on organizations that exemplify excellence in cybersecurity by granting awards in three categories. After reviewing more than 50 submissions, the following winners were selected:

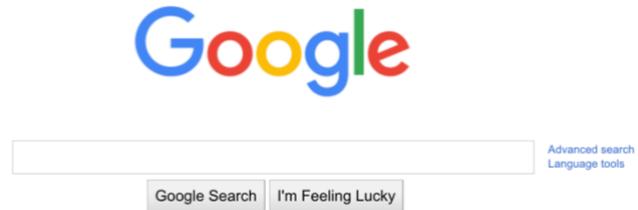
- Cyber Safe Workplace Award to Cisco
- Cyber Secure Community Award to the NYS Office of Information Technology Services, CISO
- Breaking Boundaries in Workforce Award to the Raytheon Company



The NCSA Awards were presented on Oct. 30 at the Symantec Symposium in Washington, D.C.

**Champions' Growth:** The Champion program continues to grow and demonstrate tremendous local support. NCSA considers this dedicated base as our boots on the ground. Close to 1,380 organizations registered as Champions. This is an increase of 31 percent over last year's 1,050. The individual Champions program also grew, with a total of 759 supporters in comparison to 603 in 2017 – an increase of 26 percent.

**Google Search Page:** On Oct. 15 and 16, the Google Search page – which handles more than 3 billion searches per day -- reminded everyone using the search engine that *It's Cyber Security Month. Stay safer online with a quick [Security Checkup](#).*



NCSAM 2018 yielded many noteworthy and impactful successes and this report shares both quantitative and qualitative results for the month.

NCSA and Thatcher+Co. built on a media strategy that created momentum before and throughout the month. In addition, the team generated unprecedented support from various sectors. The following shares NCSAM highlights and successes for various topics including:

- DHS Thought Leadership
- Breadth of Media Coverage
- Full-court Press
- Messaging Alignment and Cross-sector Support
- Industry Collaboration
- Board Member Company and Partner NCSAM Activities
- “Newsworthy” Highlights
- Digital and Social Media Analytics
- Key NCSAM Activities
- Collateral
- Champion Engagement

### **DHS Thought Leadership**

DHS – NCSA's primary NCSAM partner – leveraged timely news opportunities with the midterm elections and critical infrastructure themes. DHS leadership shined a bright light on election security issues during the month. Their commentary with the media and at various cybersecurity events was covered far and wide by PBS NewsHour, Associated Press, TIME, Newsweek, U.S. News & World Report, Gizmodo, Politico, The Washington Post, The Hill and others. As a result, more than 1,300 articles and 30 broadcast segments on election security topics were generated.

### **Breadth of Media Coverage**

NCSA worked closely with its NCSAM partners and Champions to continue to raise exposure nationally with impactful, cybersecurity-focused stories in consumer/general lifestyle, business and government. Articles ran in a diverse spectrum of high-profile outlets including USA Today, CNET, Forbes, The Washington Post, CBS News, Politico, MarketWatch, Kim Komando, Chicago Tribune, The Hill and with organizations like the World Economic Forum, United States Army, U.S. Securities and Exchange Commission, U.S. Department of Justice, the Federal Bureau of Investigation among others.

Thanks to widespread partner, government and industry participation, 5,204 articles<sup>1</sup> reached a potential audience of over four billion unique views<sup>2</sup>, and more than 1,200 broadcast segments aired across the country during September and October.<sup>3</sup>

### **Full-court Press**

Starting in August, NCSA and DHS collaborated on a media outreach plan leading up to October. Regular calls – held on a weekly basis – enabled the teams to develop themes, topics and messaging for the month and strategize across a range of editorial opportunities, new partner initiatives and events. Both traditional and social media outreach was ongoing and developed to highlight the weekly themes, local opportunities and related news-of-the-day. The following summarizes media highlights and coverage.

Expanding its media footprint, NCSAM 2018 generated 2.2 billion+ or 2,268,109,966 unique views – an increase of 8 percent compared to last year<sup>4</sup>– from print/digital stories and press releases that specifically mentioned National Cybersecurity Awareness Month by name. Additional NCSAM activities (i.e., stakeholder initiatives, partner campaigns, events, interviews with leadership, etc.) during September and October resulted in 3.6 billion+<sup>5</sup> views that increased cybersecurity awareness and generated mass attention to the weekly themes.

Some of the top story angles highlighted throughout the month included:

- Continued, extensive use of the four weekly themes
- Election security ahead of the midterm elections
- Top cyber concerns for consumers and small and medium-sized businesses (SMBs)
- Filling today's global talent gap in cybersecurity
- Securing the connected American home from hackers

NCSA launched the month with a Radio Media Tour (RMT) along with conducting widespread outreach to national, regional and industry media to promote the weekly themes and to highlight various resources for use in print, online and broadcast stories. These communications made strategic use of the kickoff press release(s) and the NCSAM 2018 Media Backgrounder, which was distributed to thousands of regional media nationwide. Throughout October, NCSA also designed and distributed a variety of impactful materials in the form of thematic weekly press releases along with a collection of infographics and memes for social and online engagement.

A Champion version of the Backgrounder was also created to ensure consistent messaging and theme alignment across partner announcements, events and other activities. This collaboration extended to weekly Twitter chats and Facebook Livestreams at events and helped drive social engagement and high-profile media placements.

### Media Reach

During the months of September and October, there were thousands of digital, print and broadcast stories that covered NCSAM. These stories included partner research, NCSAM weekly themes and related storylines. The following is a summary of highlights.

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<sup>1</sup> For purposes of this report, “articles” refer to original media coverage and do not include press releases or press release pickups.

<sup>2</sup> “Unique viewers” refer to the number of individuals requesting pages from a website during a given month. This measurement of reach can be the result of original media articles or press releases that have been distributed. Meltwater, NCSA’s media intelligence platform, is provided with these numbers from SimilarWeb.

<sup>3</sup> This total number of NCSAM articles removes duplicates across campaigns and partner activities. For example, an article that mentions NCSA and Keep a Clean Machine is only counted once for the grand total.

<sup>4</sup> These 2,268 articles specifically referenced “National Cybersecurity Awareness Month” in the story and were often aligned with NCSAM messaging and information included in the NCSAM Backgrounder.

<sup>5</sup> 3.6 billion+ = 3,671,062,329 unique views

### *Print and Online Articles*

In 2018, 5,204 articles covered NCSAM and its related activities, events and announcements. Articles showcasing NCSAM appeared in a variety of widely-read publications including USA Today, Fox News, New York Times, The Verge, CBS News, TIME, Fifth Domain, U.S. News & World Report, Los Angeles Times, Chicago Tribune, San Francisco Chronicle and other top-tier, industry, trade and regional market publications.

### *Broadcast*

There were 1,170 broadcast segments during the NCSAM timeframe, which reached an estimated audience of 6,396,350 nationwide. These stories exemplified the strong adoption of the weekly themes with localized segments discussing the cybersecurity workforce, consumer tips, SMB advice, the smart home and more. The number of broadcast segments increased 200 percent from 390 segments in 2017 thanks to partners' heavy involvement and support.

### *Key Messages*

Message alignment was strong across key terms. NCSAM messages were included in hundreds of stories, countless press releases and in top national and local outlets including The Kim Komando Show, Chicago Tribune, AOL, Newsweek, TripWire, Washington Times, Miami Herald and Security Boulevard.

During NCSAM 2018, "Stay Safe Online," "Our Shared Responsibility" and "STOP. THINK. CONNECT.™" were featured extensively.

- "Stay Safe Online" was highlighted in 1,012 articles with 1,134,122,707 unique views
- "Our Shared Responsibility" appeared in 93 articles with 261,408,726 unique views
- "STOP. THINK. CONNECT.™" was included in 50 articles with 168,287,147 unique views

### **Messaging Alignment and Cross-sector Support**

The NCSAM 2018 Media Backgrounder – a toolkit that includes fast facts, tips, resources and story ideas – continued to be a powerful guide for the media. As awareness of the month and the general public's knowledge has increased over time, NCSA has witnessed messaging, tips and materials appearing in media covering nearly every sector and industry, lifestyle and demographic.

- This **National Law Review** article, "[Welcome to National Cyber Security Awareness Month](#)" aptly described why "Our Shared Responsibility" is so important by comparing how different our world was in 2004 – when NCSAM started – to today. The reporter outlined the weekly themes and praised the "terrific – and free!" online resources by NCSA, DHS and the FBI, including the STC Toolkit and recommended readers join the STC Campaign.
- **ITSP Magazine** created a NCSAM 2018 portal, "[Securing The Internet Is Our Shared Responsibility NCSAM 2018](#)" with history on the month, resources and infographics. The portal housed a range of cybersecurity-themed articles and podcasts.
- Many top-tier outlets focused on a specific weekly theme and included that week's resources, statistics and tips from the Media Backgrounder. For example, this **Forbes** article, "[Cybersecurity: Not Just 'A' Job - Many Jobs Of The Future](#)" uses NCSAM to frame a discussion of the state of the cybersecurity workforce. **USA Today** writer Steve Strauss chose to focus on SMB cybersecurity in his article, "[How do cyber-criminals hack small business startups? Here's what we learned from Microsoft](#)" where he interviewed one of NCSA's partner experts and cited how more than half of all cyberattacks are now directed at SMBs – a statistic shared in the Backgrounder.
- This **GovLoop** article, "[Cybersecurity Is All Of Our Jobs. Here's How o Stay Safe In Government](#)" tailored NCSAM materials to their government employee readers.

## Industry Collaboration

Organizations of all sizes highlighted the NCSAM themes and messaging via targeted campaigns created to reach their customers, partners and employees. In addition, they timed significant news announcements during the month to generate awareness on topics like the cybersecurity workforce, training, critical infrastructure and consumer developments.

NCSA frequently notes that its power and reach is strengthened by its partners. The range of exciting storylines that were developed generated headlines in national, industry and regional media and exemplified this collaborative approach to generating cybersecurity awareness.

Some of the top articles – out of hundreds of stories that resulted from industry involvement – include:

- **Fifth Domain:** “The case of the stolen Girl Scout Cookie: Girl Scouts hone their STEM skills at Raytheon’s cybersecurity range” features the company’s work mentoring young people to consider cybersecurity careers.
- **The New York Times:** “IBM Takes Cybersecurity Training on the Road” showcases the company’s first mobile cyber command center, which will travel to college campuses and businesses across the country.
- **Houston Chronicle:** “BBB on Homes: October is National Cyber Security Awareness Month” is an example of the BBB’s regional office involvement which includes local events and interviews with print and broadcast media.
- **USA Today:** “Facebook launches online safety events so concerned parents can talk face-to-face” highlights one of many initiatives with the National PTA and technology leaders to educate children on internet safety. During October, the National PTA announced different cybersecurity campaigns with Facebook, Google and Symantec – which secured widespread media attention.
- **VentureBeat:** “Google beefs up account security with new step-by-step checkup, notifications and JavaScript requirement” showcased new security enhancements made to the search engine during NCSAM.
- **Education Dive:** “How campuses can play better defense against expanding cyberthreats” featured an interview with Russ Schrader on NCSA and EDUCAUSE’s work with Internet2 and DUO to promote multi-factor authentication (MFA) on college campuses.

## Summary of Notable Board Member Company and Partner NCSAM Activities

NCSA is profoundly grateful for the continued backing of so many organizations dedicated to our efforts to empower everyone to be safer and more secure online. The following are examples of impactful initiatives from our board members and both the academic and SMB communities.

*Note: the text below was shared with NCSA from the various organizations.*

### *Raytheon Company*

Raytheon Company – a NCSA board member – is a technology and innovation leader specializing in defense, civil government and cybersecurity solutions. During October, Raytheon launched and executed a variety of ongoing, impactful initiatives. Here are some noteworthy highlights:

- Raytheon was selected as the winner in the Breaking Boundaries in Workforce category for the inaugural NCSA Awards. The company has experienced firsthand how the cybersecurity talent gap is impacting businesses nationwide and is dedicated to working with academia, government and industry to help solve this growing problem.
- During Raytheon’s Election Security event, they were excited to learn about the confidence our government and industry partners have in the security of our election systems. Since the 2016 elections, conversations have led many to believe that our election security is in need of significant repair. During the event – and along with recently released research – a brighter picture was painted. Since the 2016 elections, the nation has stepped up to address the security of our elections.
- Notable Metrics and Results
  - Raytheon issued more than 200+ social media posts highlighting NCSAM
  - 121.6 million impressions were generated via social media

- Collaborated closely with more than 15 key government, industry and academic partners and influencers
- Won 2 awards for work in cybersecurity
- Issued 6 pieces of cyber content to Raytheon.com, attracting more than 35,000 visitors
- Drafted 2 joint bylines with NCSA
- Secured 30 features of cybersecurity coverage, resulting in over 274 million media impressions
- Hosted 7 Girl Scouts at their cyber facility and mentored them about cybersecurity careers
- Samples of Traditional Media Coverage
  - Fifth Domain: [The case of the stolen Girl Scout Cookie: Girl Scouts hone their STEM skills at Raytheon's cybersecurity range](#)
  - Fifth Domain: [The three C's of cyber](#)
  - Inside Cybersecurity: [Senior election officials discuss cybersecurity preparations for 2020; CSIS releases security scorecard](#)
  - Infosecurity Magazine: [States Average a C- in Election Security](#)
  - Cyberscoop: [Ex-DHS official on PPD-20 repeal: Consider potential blowback to private sector](#)
  - The Washington Post: [Defense industry grapples with cybersecurity flaws in new weapons systems](#)
- Samples of Social Media Highlights
  - <https://twitter.com/RaytheonCyber/status/1057300887008432128>
  - <https://twitter.com/girlscouts/status/1055507862716403712>
  - <https://twitter.com/RaytheonCyber/status/1052672855492780033>
  - <https://twitter.com/RaytheonCyber/status/1051940784981852161>
  - <https://twitter.com/RaytheonCyber/status/1049766690886692864>
  - <https://twitter.com/RaytheonCyber/status/1049404071470358528>
- Other Engagement
 

In addition to external communications efforts, Raytheon executed an enterprise-wide internal communications campaign in support of NCSAM. This campaign shared internal cyber quizzes, original content highlighting cybersecurity best practices and also utilized key cyber leaders within the organization for weekly messages to the employee base. Overall, Raytheon engaged more than 20,000 employees world-wide during the month.

### *Symantec*

For NCSAM, Symantec – once again – created a microsite celebrating the month. The microsite showcased weekly webcasts, blogs and content for consumer and businesses to download which aligned to the weekly themes (<https://www.symantec.com/campaigns/national-cyber-security-awareness-month>). New this year, visitors could participate in a complementary Symantec Security Awareness Skills Assessment. Popular resources for download for individuals and businesses were tips to secure smart home and IoT devices and a conversation guide for parents and kids on cyberbullying. Symantec drafted guest blogs for Week's 1 and 2 on NCSA's StaySafeOnline site in addition to participating in the weekly Twitter chats. Symantec also presented on *Is the Cloud Safe?* webinar in partnership with TechSoup.

Symantec's four weekly webcasts generated close to 1,000 registrants. The most popular was Week 1: *Make Your Home a Safe Haven for Online Safety*. This webcast featured speakers: Paige Hanson, Chief of Identity Education, LifeLock – a Symantec Company; Collin Robinson, The National PTA; Larry Magid, Co-Founder of ConnectSafely.org moderated by Symantec's Nancy Hoque.

With the goal of making it easier to share cybersecurity tips, Symantec produced security awareness videos and MP4s for customers to showcase at their offices to help educate everyone on the important role we all play in being cyber aware. Symantec employees spent the month of October speaking at a variety of community and internal events for organizations including but not limited to Walmart, Fairfax County Government, OhioHealth, Florida State University and *Cyber Women on Capitol Hill: Women's Cybersecurity Leadership Symposium*.

To conclude the month, the National Cyber Security Alliance presented the first annual NCSA Awards at the 15<sup>th</sup> Annual Symantec Government Symposium in Washington, D.C.

The following shares several top-line results:

- The microsite, launched on Sept. 28, had 478 page views during October.
- Internally, the most employee engagement occurred when encouraging webcast registrations and to the Stay Safe Online blog: <https://staysafeonline.org/blog/tools-tips-keep-families-safe-online/>.
- NCSAM drove LinkedIn's second highest engagement rate in October with timely webinar topics like global office security and cybersecurity careers – which encouraged users to click to learn more.
- Posts on @Symantec enterprise channels resulted in 763 likes, 59 retweets and 694 link clicks.

### *Better Business Bureau*

The Better Business Bureau (BBB) spearheaded a month-long series of undertakings designed to engage regional offices nationwide. In late September, the BBB team co-hosted a webinar with NCSA to share information about getting involved in the month. Following are several details about their efforts:

- BBB Institute created a special Intranet page with resources BBBs could use in their outreach efforts. 139 BBBs accessed this Intranet page.
- The #BBBSecure campaign was created to teach companies and consumers about the importance of encrypting websites. This information was combined with the NCSA resources, including the [Cybersecurity Awareness Toolkit](#). The Toolkit was a collaborative effort among NCSA, Facebook and MediaPRO to provide techniques and tips addressing simple, actionable ways organizations of varying industries can better protect themselves and their companies from being compromised.
  - Note: the Toolkit received 3,690 page views on NCSA's Stay Safe Online site with the average visit lasting 2:30 minutes.
- Nearly half of all BBBs engaged with the NCSAM campaign this October. There were at least 39 BBBs that participated by sharing NCSA and relevant BBB content on social media – many of which posted multiple times throughout the month. It is believed that this increased participation may have been as a result of developing a comprehensive launch plan, including a curated calendar of suggested posts and messages for each week. This type of effort makes participation much more turn-key and easily adopted.
- In addition, at least six BBBs hosted in-person cybersecurity events for SMBs their communities. Additionally, it appears as though BBBs will continue to share cybersecurity messaging and content beyond the campaign and will find extended use – beyond the month – for the Toolkit.
- BBB Institute and @BBB\_US participated in the Week 1 and Week 3 Twitter chats.

### **“Newsworthy” Highlights**

#### Champions

The NCSAM Champion program provides the opportunity for individuals and organizations to officially show their support and engage in the month's activities. They are critical to NCSAM's success – driving promotion nationally, locally and to their own audiences. Champions represent those dedicated to promoting a safer, more secure and more trusted internet. In 2018, 1,379 organizations – including academic, public and private organizations and government institutions – registered.

#### *Breakdown of Champion Organizations*

- Industry: 667
- Higher education: 282
- Government: 167
- Nonprofit: 136
- K-12 education: 44
- Trade association: 15
- Did not specify: 68

#### #CyberAware Overview



The #CyberAware hashtag used 69,245 times in October 2018 – a 15 percent decrease over 2017. There are a number of contributing factors to this decrease, the first being the lack of co-led events by NCSA and DHS. Events, particularly those that are live streamed, help to generate conversation and engagement on social media. Additionally, there were fewer Twitter Chats than in 2017; these chats have frequently generated a high volume of #CyberAware uses. Finally, we must consider the delayed start in NCSAM planning for 2018 – with less time for continued outreach and awareness in advance of October, many organizations may not have been aware of 2018 activities or not had enough time to plan/engage. This is supported by the 20 percent decrease in Twitter handles using #CyberAware hashtag during the month (19,129 users in 2018 compared to 23,958 users in 2017).

Despite lower hashtag use, potential reach of #CyberAware increased by 6 percent – from 84,447,531 in 2017 to 89,484,906 in 2018. This means more users potentially saw content using #CyberAware.

## Digital and Social Media Overview

### Website Analytics for October 2018

#### StaySafeOnline.org

- Visits: 140,319 (33% increase from 2017)
- Unique visitors: 102,623 (29% increase)
- Page views: 320,164 (13% increase)

#### stopthinkconnect.org

- Visits: 30,770 (15% increase from 2017)
- Unique visitors: 23,674 (17% increase)
- Page views: 75,298 (4% increase)

### Blogs

NCSA published 18 posts to the Stay Safe Online blog in October 2018, including 14 guest submissions. The posts ranged in topic from the secret meanings behind emojis and the paths into a cybersecurity career to leveraging an informed, cyber secure workforce and safeguarding the nation's electric grid. The following organizations contributed guest posts to the Stay Safe Online blog during the four weeks of NCSAM: ADP; Bank of America; Cisco; Cofense; ITRC; LastPass; McAfee; National Rural Electric Cooperative Association; Symantec Corporation and Wells Fargo. [View NCSAM 2018 blogs](#). In addition, NCSA published four blogs that highlighted each week's theme, key materials and resources.

### Webinars, Workshops and Facebook Live Interviews

During October, NCSA staff members participated in a number of webinars, workshops and Facebook Live interviews that were publicized and streamed to security professionals, SMB owners, academic institutions and the general public.

- Oct. 9: Tiffany Schoenike co-presented with DHS' Nancy Limauro during the MS-ISAC's national webinar where they shared the month's themes, messages, events and highlighted ways for partners and individuals to engage. Following the webinar, [Forensic Magazine](#) drafted an excellent feature about NCSAM 2018.
- Oct. 9: CyberSecure My Business Webinar - Small Business Scams: What to Look Out For and How to Protect Your Small Business From Them. For its NCSAM webinar, NCSA partnered with the Federal Trade Commission's (FTC) Division of Consumer Protection to focus on SMB scams that are currently targeting the community. With recent natural disasters, such as Hurricane Michael and Hurricane Florence, particular attention was paid to how individuals in these areas can protect themselves.



- o 354 people registered for the webinar, with 100 attending and many of those not in attendance requested the recorded webinar.
- Oct: 10: NCSA featured the new FTC's Small Business campaign in an hour-long webinar. This was the official launch of the new resources, found here: [www.ftc.gov/smallbusiness](http://www.ftc.gov/smallbusiness). Daniel Eliot was the moderator and FTC's Rosario Mendez and Lisa Schifferle were speakers.
  - o 396 people registered for the event, with 160 people in attendance.
- NCSA assisted in securing DHS's Daniel Stein to deliver Welcome Remarks during EDUCAUSE's Oct. 11 webinar entitled "Campus-Wide 2 Factor Authentication Saturation Campaign" which reached more than 460 individuals.
- Nov. 1: Daniel Eliot hosted a CyberSecure My Business™ workshop at the RC3 Cybersecurity Summit in Anchorage, AK, which was part of a two-day summit sponsored by National Rural Electric Cooperative, Department of Energy and Alaska Power Association. There were 50 attendees – which represented the majority of Alaska's small electric utility and electric cooperative industry. The workshop began with a fireside chat which included representatives from DHS, the Federal Bureau of Investigation and the AK Attorney General's Office. The workshop followed the fireside chat and the session concluded with a brief presentation from both the CISO of the Municipality of Anchorage and the FTC's NW Regional Director.
- In addition, throughout the month, NCSA conducted 11 Facebook Live interviews – which generated more than 13,000 views. Below is a recap of the spokespersons, theme and reach:
  - o Oct. 2: Stacey Gray, Policy Counsel at the Future of Privacy shared key actions everyone can take to keep their information secure and manage privacy at home. Reach: 633
  - o Oc. 2: Russ Schrader welcomed viewers to NCSAM and introduced the month's over-arching message that protecting the internet is "Our Shared Responsibility". He also provided details on each weekly theme. Reach: 636
  - o Oct. 10: Justin Cleveland, Head of Government at Authentic8, talked about some of today's biggest cybersecurity threats and how organizations can improve their cybersecurity resistance and resilience. Reach: 256
  - o Oct. 11: John Cassidy, the CEO and Co-Founder of King & Union, addressed the cybersecurity talent gap and contributing factors and best approaches to solve the issue. Reach: 830
  - o Oct. 12: Dr. Charles Johnson-Bey, Director of Cyber Innovations at Lockheed Martin and his son Shi Johnson-Bey, a graduate student at Carnegie Mellon University, discussed what it means to have a job in cybersecurity and provided advice to other students who may be interested in the field. Reach: 4,900
  - o Oct. 18: Andrew Smith, Director of Bureau of Consumer Protection at the Federal Trade Commission, showcased the FTC's new cybersecurity resources for small- to medium-sized businesses. Reach: 1,300
  - o Oct. 19: Eric Wenger, Director, Cybersecurity and Privacy Policy, Global Government Affairs, Cisco and Dean Scontras, Regional Vice President, Federal at Duo Security, talked about multi-factor authentication: what it is and what companies should know about it. Reach: 929
  - o Oct. 19: Nicole Dean, the CISO of Accenture Federal Services, highlighted today's cyber threat and vulnerability landscape facing individuals and companies and shared approaches to countering security threats. Reach: 516
  - o Oct. 23: Aaron Higbee, CTO and Co-Founder of Cofense, provided information on the current state of phishing and what every employee can do to defend against phishing threats. Reach: 951
  - o Oct. 25: Tom Leary, Vice President of Government Relations at HIMSS, highlighted some of the biggest challenges healthcare organizations face when it comes to cybersecurity. Reach: 1,300



- Oct. 29: Eugene Kipniss, Senior Program Specialist at MS-ISAC, discussed the role his organization and the government play in protecting our nation's critical infrastructure and election security. Reach: 730

## Social Media

### CyberAware Usage

- *September*
  - Mentions: 13,148 tweets with #CyberAware (5% increase over 2017)
  - People: 3,959 Twitter users tweeted with the hashtag (16% decrease)
  - Total potential reach: 18,141,697 (2% increase)
  - Total potential impressions: 101,807,526 (17% increase)
- *October*
  - Mentions: 69,245 tweets (15% decrease over 2017)
  - People: 19,129 Twitter users tweeted with the hashtag (20% decrease)
  - Total potential reach: 89,484,906 (6% increase)
  - Total potential impressions: 542,408,109 (10% decrease)



### ChatSTC Twitter Chat Series

NCSA and STOP. THINK. CONNECT.™ (@STOPTHNKCONNECT) hosted four #ChatSTC Twitter chats in recognition of NCSAM, with the Week 1 chat (Oct. 4) hitting an all-time high for NCSA in potential reach (3,705,900).

### October

- Mentions: 6,495 (44% decrease from 2017)
- People: 1,413 Twitter users tweeted with the #ChatSTC hashtag (54% decrease)
- Total potential reach: 6,418,377 (47% decrease)
- Total potential impressions: 71,986,498 (57% decrease)

*NOTE: In 2017, NCSA held six #ChatSTC Twitter chats; this partially explains the decreases above.*

### October

#### @StaySafeOnline Twitter Account

- Sent out 1,190 tweets (51% decrease over 2017)
- Gained 1,651 followers (2% increase)
- Had a total engagement of 9,746 (14% decrease)

#### @STOPTHNKCONNECT Twitter Account

- Sent out 962 tweets (48% decrease from 2017)
- Gained 986 followers (4% increase)
- Had a total engagement of 4,788 (15% increase)

### NCSA Facebook Page

- Total reach: 345,521 (25% increase from 2017)
- Impressions: 535,725 (12% increase)

### STOP. THINK. CONNECT.™ Facebook Page

- Total reach: 29,352 (38% decrease from 2017)
- Impressions: 48,988 (31% decrease)

*NOTES: Facebook's algorithm changes impacted how business page content is delivered to the news feeds of users – this explains the decrease in reach and impressions. In addition, due to the late start and the*

subsequent lack of weekly NCSA/DHS events, reach and impression numbers for Twitter were also lower as NCSA would normally live tweet and reach more audiences nationwide.

### Key Social Media Mentions and Highlights

- @FBI, which has more than 2.3 million followers, tweeted frequently throughout the month using NCSA materials and in alignment with several of the weekly themes. Below is a summary of their participation:
  - @FBI kicked off October by promoting an article on their website that highlighted cybersecurity as a shared responsibility. The post also featured an NCSA-created infographic and a resource for each weekly theme. They promoted the same article later in the month on Oct. 16, 18 and 23, generating more than 1,800 engagements including replies, likes and RTs.
  - On Oct. 23, @FBI shared information with their followers on how to report cybercrime to them. This tweet generated 370 engagements.
- In late October, the U.S. Marines promoted a news release that shared October's overarching theme and basic online safety tips with their 1.15 million followers.
- In Week 3, @Dell, which has close to 700,000 followers, released a video that highlighted simple ways SMBs can protect themselves from cybercrime. The tweet also spotlighted "#CyberAware Month".
- @NSAGov, which has close to 500,000 followers, tweeted a number of times during the month. Here is a snapshot of their social initiatives:
  - To kick off their efforts, NSA shared a video of Rob Joyce, Senior Advisor for Cybersecurity, who spotlighted NCSAM and addressed the importance of cybersecurity in our daily lives and as part of our national security. The video has been viewed close to 20,000 times on Twitter.
  - During Week 2, they highlighted the cyber career opportunities with the organization, interviewing current employees.
  - In Week 3, they posted about Internet of Things technology in offices and how they can be potential entry points for a cyberattack if not properly secured.
  - They also shared a video of NSA leaders sharing best practices to thwart cybercriminals.
  - In Week 4, the Twitter account conducted a poll asking users to tell them what's critical to their life's infrastructure. Smartphones came out on top with more than 1,160 handles voting.
- Kaspersky got involved in NCSAM by becoming a Champion and tweeting about it to their more than 299,000 followers.
- The UK Government's handle for the Department for Digital Culture, Media and Sport shared a video on how to attract new cyber talent into careers.
- Wells Fargo reached their consumer audience by promoting their security options for online banking, including two-step and biometric authentication.
- Robert Herjavec, a "Shark" on ABC's Shark Tank and CEO of Herjavec Group, RT'd his advice for those seeking a career in cybersecurity.



### Key NCSAM Activities

#### Pre-October

- **Multi-Factor Authentication (MFA) Campaign:** As phishing incidents and data breaches continue to disrupt organizations in all industries, the National Cyber Security Alliance (NCSA), Internet2, Duo Security and EDUCAUSE teamed up in early September to promote the importance of MFA on all college/university campuses. The campaign's foundation was built around continuing cyber education through an ongoing, nationwide initiative that encouraged students and staff to better secure their online accounts using MFA. Engagement was widespread and strong with several key highlights:
  - EDUCAUSE shared the Sept. 6 press release and Sept. 11 blog post with the EDUCAUSE Security Community Group's listserv, reaching over 3,200 subscribers in the higher education IT community.

- On Sept. 11 a blog announcing the initiative was posted on the NCSA website. To date, the blog has 1,629 views with an average time spent on the page of almost 3 minutes.
- 248 attendees joined the October 11 EDUCAUSE Live! webinar with guest speaker, Robert Jorgensen, who discussed Utah Valley University's [Campus-Wide Two-Factor Authentication \(2FA\) Saturation Campaign](#). DHS' Daniel Stein helped kick off this NCSAM online event. This was the fourth highest attended online event for EDUCAUSE in 2018. Since the webinar, there have been 307 on-demand views of the recording – the second highest number of on-demand views of an EDUCAUSE webinar in 2018.
- Duo Security's Twitter posts had a potential reach 95,629; generated 6,446 organic impressions and had 31 engagements. Their Facebook posts generated organic impressions 553 and a total reach 426.
- Internet2's blog post (<https://www.internet2.edu/blogs/detail/16553>) by Nick Lewis had 64 pageviews, and the average time spent on it was 11 minutes. A Facebook post was published on September 11 and generated 24 engagements and reached 360 users. Internet2 actively cross-promoted the effort by retweeting 17 mentions, helping add visibility to 6,000 followers with each share.

*NOTE: NCSA will not have the number of campus sign-ups for MFA and final results until mid-2019.*

- **NCSAM 2018 “announcement” press release distributed nationally on Sept. 5:**
  - The release encouraged everyone to get #CyberAware during the month and share the responsibility of protecting the internet. In addition, a call to action for Champions and the weekly themes were prominently featured.
- **Open Letter to Congress sent on Sept. 12:**
  - The letter was distributed to Senate and Hill staffers (both parties) and highlighted details on how to support NCSAM and easy ways to make a difference.
- **Countdown to October press release distributed nationally on Sept. 17:**
  - The release shared timely information about the launch of the first-ever NCSA Awards, the MFA Campaign and NCSA's work with the BBB to offer the [Cybersecurity Awareness Toolkit](#) to regional offices nationwide.
- **CyberSecure My Business Workshop and Middle Tennessee Cyber Summit on Sept. 22:**
  - A fireside chat with top cybersecurity experts kicked off a day-long event in Murfreesboro, TN followed by NCSA's CyberSecure My Business™ workshop with breakout sessions targeted to all audiences and skill levels. In addition, there was a children's technology and robotics lab, security and IT vendors sharing their newest products and services, food vendors and live music outdoors.
- **Russ Schrader delivered welcome remarks at Organization of American States' Cybersecurity Symposium on Sept. 28**
- **Pre-NCSAM event for Capitol Hill staff on Sept. 28:**
  - NCSA and the Congressional Cybersecurity Caucus hosted an event for Capitol Hill staff on how to get involved with NCSAM.
- **On Sept. 28, President Trump proclaimed October as NCSAM:**
  - The Presidential Proclamation encouraged consumers and all businesses to work together to improve the internet's safety and security. DHS' Stop. Think. Connect. campaign was highlighted.

## October

- **Week 1: Make Your Home a Haven for Online Safety**  
News of the Week: Week 1 addressed the American household and varying age groups living under one roof. Parents, toddlers, tweens, teens and even grandparents have unique awareness levels and online habits. And, with consumer interest in smart home products increasing – ongoing education for all generations is critical. By continuously learning about and practicing good cybersecurity at home, the

entire household and online community at large will reap the benefits of a more secure, connected world.

Additional Highlights:

- The press release prominently featured a link to a [special NCSAM message from William O'Connell](#), chief business security officer at ADP® and chairman of the NCSA Board of Directors. To date, the video has generated more than 29,000 views.
- NCSA conducted two Facebook Live interviews – generating a combined total of 1,269 views.



- **Week 2: Millions of Rewarding Jobs: Educating for a Career in Cybersecurity**

News of the Week: During the second week of NCSAM, key influencers – like parents, teachers and employers – were encouraged to motivate prospective talent of all ages to pursue cybersecurity careers. Personal attributes like curiosity and a passion for learning, problem solving skills and strong ethics were highlighted. Students and job seekers were reminded that a wide variety of industries are hiring. A key takeaway from the week is that the profession is dedicated to helping make our borderless online world safer and more secure for everyone.

Additional Highlights:

- On Oct. 9, Tiffany Schoenike co-presented with Nancy Limauro during the MS-ISAC's national NCSAM webinar. On this same date, NCSA hosted a CyberSecure My Business™ Webinar entitled, *Small Business Scams: What to Look Out For and How to Protect Your Small Business From Them* with the FTC.
- NCSA featured the new FTC's Small Business campaign in an hour-long webinar on Oct. 10.
- On Oct. 11, Daniel Stein's delivered Welcome Remarks during EDUCAUSE's 2-factor authentication saturation campaign webinar.
- Lastly, NCSA led three Facebook Live interviews reaching a combined total of 5,986 viewers.

- **Week 3: It's Everyone's Job to Ensure Online Safety at Work**

News of the Week: Week 3 reminded employers and employees that all workplaces face the growing risk of cyberattacks. Whether you work at corporate headquarters, a downtown restaurant, hospital, government agency or school – online safety and security are a responsibility we all share. In addition, NCSA's [CyberSecure My Business](#) was highlighted as an interactive training – designed for small and medium-sized businesses – to educate and help protect them against cyberattacks.

Additional Highlights:

- NCSA teamed up with Facebook and MediaPRO to create the [Cybersecurity Awareness Toolkit](#). It is packed with techniques and tips addressing simple, actionable ways organizations of varying industries can better protect themselves and their companies from being compromised. The toolkit was distributed via the Council of Better Business Bureaus to regional offices nationwide.
- On Oct. 16, NCSA hosted the annual NCSAM Cybersecurity Summit at the Nasdaq in Times Square. The daylong event, "Securing America's Critical Infrastructure", examined the potential threats to our nation's most important sectors and how to minimize the risks through collaboration. Experts and thought leaders discussed the latest nation-state cybercrime tactics, how industry and government work to thwart these threats and the ways industries can work together to ensure a resistant and resilient America. There were more than 100 guests in attendance including 12 journalists and seven additional media who joined via livestream. In total, the [livestream](#) reached 4,033 viewers. The event culminated with the Closing Bell Ceremony which aired live on CNBC, Fox Business and Bloomberg.
- During Week 3, three Facebook Live interviews generated 2,745 views.

- **Week 4: Safeguarding the Nation's Critical Infrastructure**

News of the Week: The last full week of October was devoted to critical infrastructure. NCSA worked to raise awareness about the importance of securing the country's 16 sectors and the roles that individuals and organizations play in helping to protect these networks and systems from cyber threats. In addition,

there was a focus on the high demand for professionals to protect the internet and the country's infrastructure and the gap in the quantity of skilled individuals to fill open cybersecurity jobs.

Additional Highlights:

- On Oct. 30, NCSA recognized winners of the inaugural NCSA Awards during the Symantec Government Symposium. In addition, team members hosted a NCSAM-focused booth at the International Monetary Fund Summit and shared materials with approximately 300 attendees.
- Immediately following Week 4, on Nov. 1, NCSA hosted a CyberSecure My Business™ workshop in partnership with the National Rural Electric Cooperative Association in Anchorage, AL.
- Three more Facebook Live discussions resulted in 2,981 views.

**Social Collateral/Weekly Materials**

NCSA developed a breadth of materials for NCSAM Champions, partners and visitors to [staysafeonline.org](http://staysafeonline.org) to use and share on social media, on their websites and with friends, family, colleagues and their communities. NCSA has established a strong distribution base and sent this collateral via a weekly email to its mailing list. Each email shared the coming week's infographic(s) (see below), social media content and event details – creating a one-stop shop for promoting NCSAM's news and ongoing efforts. This information was very well received and provided easy access for individuals and organizations alike to participate in the month.

NCSA led the charge in creating the weekly infographics, leveraging STOP. THINK. CONNECT.™ messaging, recent research, best practices for business and information from DHS on the 16 sectors of Critical Infrastructure.

Pre-October

- Get Involved in National Cybersecurity Awareness Month 2018 included 2018's weekly themes and shared easy, actionable ways to get involved.

Week 1

- Cyber Safety Starts at Home provided online safety tips for the whole family with a focus on STOP. THINK. CONNECT.™.

Week 2

- There are Millions of Rewarding Jobs in Cybersecurity included great information for educating about careers in protecting the internet. It also offered resources from the National Institute of Standards and Technology, the National Initiative for Cybersecurity Careers and Studies, CyberPatriot and more.

Week 3

- It's Everyone's Job to Ensure Online Safety at Work highlighted some quick wins that can make everyone safer at work and more secure at home.

Week 4

- Securing Our Nation's Critical Infrastructure provided easy-to-understand information about the role critical infrastructure plays in our daily lives and how everyone can help keep its systems and networks more secure.



## Champion Engagement

NCSAM 2018's far-reaching awareness was due in part to the variety of activities executed by numerous stakeholder groups, which included academic institutions, federal, state and local government entities and private companies. The following is an overview of different organizations' commitment to the month. NCSA tried to gather as many examples as possible during a tight timeframe for reporting in 2018.

### NCSAM Champions' Programs

*Note: The following content was submitted directly to NCSA for inclusion in this report.*

#### Champions

**Adobe** is a software leader in digital document, creative, marketing and analytics solutions. Customer experience and corporate responsibility is core to their business goals. They participated in the following ways:

- Held cybersecurity awareness training for 21,000+ employees, addressing common threats and risks in companies and some unique to Adobe.
- Displayed digital security awareness signage in all Adobe locations globally throughout October.
- Ran a highly successful "capture the flag" activity for developers.
- Held a series of tech talks ranging from introduction to security tools to industry trends throughout the month so employees had several opportunities to attend and learn.
- Hosted a cyber expert from the FBI to discuss cybersecurity threat trends.
- Increased web traffic to their internal security site by 100 percent.

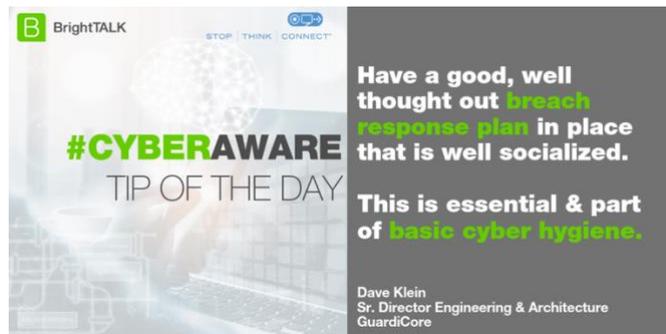
**Bismarck State College (BSC)** is a community college located in Bismarck, North Dakota.

BSC serves students from across the county through its extensive on campus and online program offerings. BSC is dedicated to improving the knowledge of our cyber workforce through its Cybersecurity and Computer Networks AAS degree, as well as its new Cybersecurity and Information Technology BAS degree. Here's how they got involved this October:

- Hosted the 2018 CyberCon cybersecurity and critical infrastructure conference during the first week of October. More than 270 attendees made it the largest cybersecurity conference in western North Dakota.

**BrightTALK** brings professionals and businesses together to learn and grow. Thousands of thought leaders are actively sharing their insights, ideas and most up-to-date knowledge with professionals all over the globe through the technologies that BrightTALK has created. Their initiatives during NCSAM 2018 included:

- Created a NCSAM channel on BrightTALK and hosted 15 webinars, including three CISO panels that attracted more than 3,500 unique attendees.
- Published a Q&A article in *ITSPmagazine* that highlighted NCSAM and why everyone should be a NCSAM Champion.
- Got involved on social media by posting #CyberAware tips of the day every week in October.



**Center for Cyber Safety and Education** (charitable arm of (ISC)2) is dedicated to empowering students, teachers and communities to secure their online life through cybersecurity education and awareness with the Safe and Secure Online educational program, information security scholarships and industry/consumer research. The Center envisions a world where every child is educated to be a responsible digital citizen. Below is a sample of their October activities:

- Launched Cyber Safety Day in New Orleans: a one-day, city-wide initiative to teach elementary



school children how to be safe and secure online with Garfield's Cyber Safety Adventures. They reached a total of 2,308 kids in 17 different schools.

- Named a volunteer and partner of the year, chosen respectively for their commitment and efforts to cyber safety education and creating cybersecurity career opportunities for veterans.

**EDUCAUSE** (<https://www.educause.edu/>) is a global nonprofit association and the largest community of information technology leaders and professionals committed to advancing higher education. This is the 15th year that EDUCAUSE registered as a NCSAM champion and partner of NCSA. EDUCAUSE generated the following successes:

- More than 260 higher education institutions showed their support as official champions (an increase from 206 higher ed champions in 2017).
- 248 attendees joined the October 11 EDUCAUSE Live! webinar with guest speaker, Robert Jorgensen, who discussed Utah Valley University's Campus-Wide Two-Factor Authentication (2FA) Saturation Campaign. Daniel Stein, DHS Branch Chief for Cybersecurity Education and Awareness, Office of Cybersecurity and Communications helped kick off this NCSAM online event. This was the fourth highest attended online event for EDUCAUSE in 2018. Since the webinar, there have been 307 on-demand views of the recording. (That is the second highest number of on-demand views of an EDUCAUSE webinar in 2018.)
- EDUCAUSE supports security awareness in higher education with the year-round Campus Security Awareness Campaign, a framework that assists information security professionals and IT communicators as they develop or enhance their security awareness plans. Monthly topic features in the *EDUCAUSE Review* Security Matters column include ready-made web and social media content that makes it easier to keep a steady stream of security and privacy best practices prominent in campus communications. The 2019 content will be published by the end of this year.

**The Florida Center for Cybersecurity (Cyber Florida)** is a state-funded organization dedicated to positioning Florida as a national leader in cybersecurity through education and workforce development; innovative, interdisciplinary research and community outreach. Hosted at the University of South Florida, Cyber Florida works with all 12 State University System of Florida institutions as well as industry, government and defense to build partnerships and develop programs that grow and strengthen Florida's cybersecurity industry. They participated in NCSAM 2018 in the following ways:

- Hosted their fifth annual statewide cybersecurity conference, drawing in close to 1,000 attendees from academia, government, private industry, the military and law enforcement.
- Partnered with NCSA to offer a pre-conference CyberSecure My Business™ workshop with more than 70 attendees.

**Eyebloc** brought cybersecurity to the national stage with their 2014 appearance on ABC's Shark Tank. Today, Eyebloc offers a suite of cybersecurity products. Their activities during NCSAM 2018 included:

- Emailed more than 15,000 partners highlighting NCSAM and sharing resources on keeping your company secure.
- Emailed more than 5,000 customers, sharing NCSA's [staysafeonline.org](https://staysafeonline.org) content.

**Kaspersky Lab** is a global cybersecurity company that has been operating in the market for over 20 years. The company's comprehensive security portfolio includes leading endpoint protection and a number of specialized security solutions and services to fight sophisticated and evolving digital threats. Over 400 million users are protected by Kaspersky Lab technologies and they help 270,000 corporate clients protect what matters most to them. They participated in NCSAM 2018 in the following ways:

- Hosted 28 students from Woburn High School as part of the Junior Achievement Job Shadow program, to share insight on career paths within cybersecurity.
- Issued a press release announcing Kaspersky Lab North America as a Champion of the cause.
- Encouraged employees to participate in cyber-safe practices by sharing cybersecurity tips in their daily internal newsletter and displaying best practices on posters throughout the office.
- Held a workplace cybersecurity refresher presentation and webinar, led by Kaspersky Lab North America's Head of Information Security and Compliance.

**The Midwest Cyber Center's** mission is to close the cybersecurity skills gap by training the workforce of today and inspiring the workforce of tomorrow.

- Held a “Hacktober” workshop that taught students how to stay safe online through different cyber challenges. Of the students who responded to their post-workshop survey, 71 percent said that by the end of the event, they had felt like they increased their overall cybersecurity awareness.
- Participated in a “capture the flag” competition which involved cybersecurity games and challenges such as ad exploitation, databases, web penetration, DFIR, cryptography, programming, scripting, recon and steganography. Two hundred teams competed, with almost 800 unique IP addresses participating and more than 3000 challenges solved.
- Hosted a networking event for 80 participants which focused on “Fostering Diversity in IT/Cybersecurity.” The event included a panel with representatives from MasterCard, Ameren, Slalom and Cass Information Systems.
- Scott’s Cyber Unit recognized the students of East St. Louis District 189 with an award of recognition for their pursuit of STEM activities. More than 200 people celebrated the capstone event and 11 students were acknowledged on stage for their pursuit of STEM related activities.
- Attended five different middle/high school career days promoting cybersecurity awareness and encouraged more than 2,000 students to pursue cybersecurity as a potential career option.

**Northwell Health** is New York State’s largest health care provider and private employer with 67,000 employees across 23 hospitals and nearly 700 outpatient facilities. At Northwell, they define tomorrow’s health care through clinical care, community health, education, research and innovation. Here’s how they supported October:

- To promote engagement, the Information Security Team sponsored and ran an enterprise-wide contest in which all employees were encouraged to report suspicious emails. The more than 13,000 employees (nearly 20 percent of their workforce) who correctly identified and reported the simulated phishing email were entered in a random drawing to win tickets to see the New York Rangers at Madison Square Garden. Runner-ups were also selected for additional prizes.
- Partnered with corporate communications and marketing to develop and promote their “Made for Protecting” campaign, which focused on the overarching NCSAM theme of “Our Shared Responsibility” by highlighting the importance of protecting their patients’ health data.
- Promoted the “Made for Protecting” campaign messages throughout the month using screensavers, employee intranet banners, digital signage, emails, handouts and social media.



**South Carolina Department of Revenue** is a state agency comprised of about 750 employees responsible for administering the revenue and regulatory laws of the State of South Carolina. One of their goals is to ensure taxpayer security through the use of technology, training and skill development. Their initiatives included:

- Held seven different events for employees to participate in. Employees were given a chance to win swag for their participation for the month including t-shirts, water bottles, sunglasses, etc.
- Created a cybersecurity scavenger hunt on their intranet site in which employees reviewed the site for security policy documents, articles and forms



- Held a mobile device clinic where employees were encouraged to bring in their personal mobile devices for their CISO team to “check-up” and give tips on privacy and security settings
- Overall, they had close to 450 participants for all the events and 3000 unique views for articles/information on their intranet site.

**Trinity Preparatory School** is an independent college preparatory day school for grades 6 through 12 located in central Florida. Trinity Prep was founded in 1966 and has a current enrollment of 834, with 492 in grades 9 through 12. The school participated in the following ways:

- Students in the social media and ethics class created a thorough slide deck containing information about key cybersecurity statistics, terms and resources. The lesson and slide deck were shared via multiple social media platforms (LinkedIn, Instagram, Facebook and Twitter) to raise cybersecurity awareness and promote its use in other schools. Students created hashtags and slogans to support their learning including, "Curiosity killed the cat, don't be the Ransomware's rat! #gimmedatmonay," "#BreaktheBots" and "#DontFallFortheAct #itsatrap".
- Sixth grade students participated in a “Spot the Phish” game to develop prevention skills and increase awareness about phishing. A follow-up email was sent home to families that included resources for best cybersecurity practices for children in grades 6-8.
- All 125 employees were sent a #CyberAware branded email for their continued diligence in avoiding email related scams. In addition, a #CyberAware branded treat bag was distributed.
- The school has seen a decrease from 10 percent to only 3 percent on the number of clicks on mock phishing emails since the beginning of their cybersecurity awareness campaign last year.

