



## MESSAGING GUIDELINES TONE-OF-VOICE

### CREATING CONTENT FOR CYBERSECURITY AWARENESS MONTH

This document is a guide to help you create written content to help raise awareness during Cybersecurity Awareness Month.

Keeping a few helpful tips in mind while writing about cybersecurity issues creates easily understood material and more participation in your programs.

Here are a few things to keep in mind to help guide you when you're writing:

#### IMPACT

The impact cybercrime has on companies is a very real one. The cleanup and sustained damage after a security breach can be expensive not to mention the loss of sensitive data, trust with customers, and falling stock prices as a result. When writing about the potential threats to a company's data, make the point that it's a matter that should be taken seriously, but it's far from being hopeless.

#### Here's an example:

*CEOs from around the world have claimed that cybercrime is the #1 risk that will affect companies in the future, but there are proven and easy techniques to prevent it.*

#### EMPOWERMENT

Raising awareness and taking action to protect digital information inspires confidence and eases anxieties. By communicating a few simple things, everyone can navigate safely online without exposing unnecessary personal or financial data. The result of the



messaging should leave anyone feeling good and informed about the simple practices to keep their info safe.

- Don't write material that feels threatening or fear-based
- Avoid painting scenes like cyber-criminals waiting at every online intersection ready to steal social security numbers
- Promote practical, empowering steps people can take

**Here's an example:**

***Do the two-factor authentication, two-step.***

*Many technology companies and app-makers provide two-factor authentication that requires users to authenticate their identity over two devices. This is becoming more the norm and is a great foil for anyone trying to access accounts unauthorized. The process is usually really easy to use, but just remember to keep both your devices nearby when logging in--leaving your phone in the other room can be annoying!*

## COLLABORATION

The best way to keep sensitive and personal data safe is by everyone doing their part to protect it together. The collective action of individuals and organizations exponentially amplifies cybersecurity and its overall effectiveness.

- Create content that fosters the notion that doing it "together" is the best way to keep everyone protected.

**Here's an example:**

***Does something smell phishy about this email? Just ask around.***

*Group power! The best way to know if an email is a phishing attempt is to ask around. Many times the same phishing email will be sent to multiple people in the same company or department. This is where coming together as a group can really amplify your cybersecurity. So, if you got a weird email that says "click this link," it's probably best to pop your head up like a gopher from your cube and check with others if they got the same one.*

## SIMPLICITY

Anything that's difficult to understand or hard to read is usually forgotten. While it's easy for technology writing to get complicated quickly. Keeping things simple will make your message easier to digest and understand.



- Use clear easy-to-understand language (not everyone speaks tech)
- Keep sentences and ideas short
- Add some personality to keep up engagement

**Here's an example:**

***Make your passwords long and complicated.***

*Probably the only thing in the world that's okay to be long and complicated is your passwords. The longer the better. The more capital letters, numbers and symbols you use in combination make it harder for others to guess, too.*

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## HELPFUL FACTS & FIGURES

Providing statistics can illustrate a point more clearly than just good writing. Here are a variety of facts you can use in your material.

- An estimated **\$6 trillion** will be spent globally on cybersecurity by 2021
- On average after a breach, company **share prices fall 7.27%**
- It takes companies nearly **6 months** to detect a data breach
- **77%** of organizations do not have a cybersecurity response plan
- **95%** of cybersecurity breaches are due to human error
- By 2020 there will be roughly **200 billion** connected devices
- **95%** of breached records came from only three industries in 2016
- There is a hacker attack every **39 seconds**
- The average cost of a data breach in 2020 will exceed **\$150 million**
- In 2018 hackers stole **half a billion** personal records
- The number of cellular Internet of Things (IoT) connections is expected to reach **3.5 billion in 2023** – increasing with an annual growth rate of **30%**. (Ericsson)
- Gartner forecasts that **25 billion** connected things will be in use by 2021. (Gartner)
- **63% of people** find connected devices 'creepy' in the way they collect data about people and their behaviors. (Consumers International & Internet Society)
- Once plugged into the internet, connected devices are attacked **within 5 minutes** and targeted by specific exploits in **24 hours**. (NETSCOUT)

## CYBERSECURITY AWARENESS MONTH SHORT-HAND PHRASES.

Cybersecurity Awareness Month will be using the following messaging and phrases throughout the month. Feel free to also use it in your messaging.

### General connectivity & security message

- *(for organizations)* If You Collect It, Protect It
- *(for individuals)* If You Connect it, Protect it
- Connect it and protect it.

### Cybersecurity Collaboration

- Do your part, #BeCyberSmart
- Cybersecurity is everyone's job
- Cybersecurity needs both you and me
- Let's put the WE in cybersecurity

### Two-factor login authentication

- Do the two-factor authentication two-step
- Double-up your login protection

### Password resetting & strength

- Shake up your passphrase protocol
- Your password probably sucks
- How good is your password game?
- It's password season. Time to pick a fresh one.
- Freshen up those passwords.

### Managing personal data and location settings on your mobile device

- Keep Tabs on Your Apps
- Who's tracking who? Keep tabs on your apps.
- Does everyone know where you're going? Do they need to?

### Additional phrases

- Never Click and Tell
- Play Hard to Get with Strangers
- Update Your Privacy Settings

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