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2021 CYBERSECURITY AWARENESS MONTH

Cybersecurity Awareness Kit

Four weeks to a more
secure organization.



Proofpoint Cybersecurity Awareness Month Kit

Introduction

Cybersecurity Awareness Month Kit

“The overarching theme for Cybersecurity Awareness Month 2021 is 'Do Your Part. #BeCyberSmart.' The theme empowers individuals and organizations to own their role in protecting their part of cyberspace. If everyone does their part – implementing stronger security practices, raising community awareness, educating vulnerable audiences or training employees – our interconnected world will be safer and more resilient for everyone...”

- National Cyber Security Alliance

The Proofpoint Cybersecurity Awareness Month Kit will help organizations keep their users educated and aware of social engineering and other cybersecurity threats. With this knowledge, they can improve their ability to identify, resist and report threats that can lead to breaches and data loss.

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How to Use This Campaign

User awareness and knowledge is critical to reducing cybersecurity risks. To help organizations raise user awareness, we've curated a selection of free resources to support your user's recognition and reporting of social engineering and other cybersecurity threats.



The ZIP file provides documents and links that can be used throughout the campaign. You'll find descriptions on how to use the materials in Section 1. We've also developed a suggested communication plan and schedule located in Section 2. Here, you'll find guidance and tips for successfully executing an Cybersecurity Awareness Month campaign with the materials provided.

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Suggested Program Plan

In the next few pages, you will find guidelines on how to leverage a Cybersecurity Awareness Month campaign in your organization..

In this template we provide a themed 4-week rollout of the Cybersecurity Awareness Month to help your users stay safe!

- **Week 1: Be Cybersmart:** Launch the program and provide users the videos and materials about cybersecurity. In the first week we focus on data security and passwords as a foundation for cybersecurity. Included is an overview of cybersecurity awareness month from the National Cybersecurity Alliance.
- **Week 2: Fight the Phish:** Engage users with informative videos and materials about a key cybersecurity threat: Phishing.
- **Week 3: Defeat Ransomware:** Ransomware has reached epidemic levels, leverage our videos and materials to help you users spot and avoid ransomware threats.
- **Week 4: Protect Your Identity:** In the final week, inform users of identity fraud with our prerecorded webinar and provide them an informative flyer to post as a daily reminder to stay vigilant.

We encourage you to review your organization's challenges and adjust this suggested rollout to meet your specific needs.

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<u>Video Links</u>		<u>Awareness Materials</u> (In the Cybersecurity Awareness Month Folder)
Week 1: Be Cybersmart	• Data Handling and Security • Strong Passwords	• Cybersecurity Awareness Month • Beat Social Engineering
Week 2: Fight the Phish	• Email and Social Engineering • What is Phishing?	• Facts About Phishing • Phishing Infographic
Week 3: Defeat Ransomware	• What is Ransomware? • Ransomware 101	• Ransomware Flyer • Ransomware Infographic
Week 4: Protect Your Identity	• Leaky Data	• Identity Threat Webinar • Internet Safety Flyer

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Suggested Program Plan: 4 Weeks of Cybersecurity Awareness

	Week 1	Week 2	Week 3	Week 4
Email	Cybersecurity Awareness Month: Be Cybersmart	Cybersecurity Awareness Month: Fight the Phish	Cybersecurity Awareness Month: Defeat Ransomware	Cybersecurity Awareness Month: Protect Your Identity
Video Links and Awareness Materials	Video Links: - Data Handling and Security - Strong Passwords Awareness Materials - Cybersecurity Awareness Month - Beat Social Engineering	Video Links: - Email and Social Engineering - What is Phishing? Awareness Materials - Facts About Phishing - Phishing Infographic	Video Links: - What is Ransomware? - Ransomware 101? Awareness Materials - Ransomware Flyer - Ransomware Infographic	Video Links: - Leaky Data Awareness Materials - Identity Threat Webinar - Internet Safety Flyer

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Suggested Program Plan: Weekly Email Templates

Week 1	Week 2	Week 3	Week 4
Be Cybersmart	Fight the Phish	Defeat Ransomware	Protect Your Identity
Subject: Cybersecurity Awareness Month: Be Cyber Smart The safety and security of our information systems is key to our ongoing success. We are launching a 4-week Cybersecurity Awareness Month program to help you better understand how attackers will try to deceive and manipulate you. You will learn the simple actions you can take to protect our organization from phishing, ransomware, and how to protect your identity. Each week we will feature articles, videos and posters to help you identify and resist malicious emails. This week we have 2 short but excellent videos on data protection and passwords and an article from the National Cybersecurity Alliance on Cybersecurity Awareness month. Finally, we have an informative flyer on social engineering. Enjoy the videos and materials. More to come next week!	Subject: Cybersecurity Awareness Month: Fight the Phish For our 2nd week of Cybersecurity Awareness Month, we focus on phishing and have (2) videos on phishing to familiarize you with phishing tactics and how to stop and avoid them. These short and informative videos can be viewed in under 5 minutes!. And finally, we have an article reviewing the basics on phishing that shows you what to look for and avoid. And, we have provided a decision tree infographic that will guide you through the decision process of determining whether or not an email is 'phishy'. Enjoy the videos and material. We will be back to you next week on Cybersecurity Awareness Month program.	Subject: Cybersecurity Awareness Month: Defeat Ransomware For our 3rd week of Cybersecurity Awareness Month, we have a very informative videos on ransomware that will help you understand how attackers will take control of data and hold it for hostage. Again, these short and very informative videos can be viewed in under 5 minutes! And finally, we have an info-graphic and flyer that can provide excellent reminder information on what to look for and avoid. Enjoy the videos and materials. We will be back to you next week with the final content for our Cybersecurity Awareness Month Awareness program.	Subject: Cybersecurity Awareness Month: Protect Your Identity We kick-off the last week of Cybersecurity Awareness Month program with excellent webinar that provides you details on how attackers will try to deceive you to steal your identity. With real-world examples, this is a great way to learn how to identify and resist tactics that can jeopardize your identity. Next, we have a humorous video called leaky data. This provides a satirical look at what not to do to keep your data safe! Finally, we have an internet safety flyer that details tips on how to stay safe on the internet. Everyone needs to stay diligent to ensure that they do not fall prey to malicious tactics. We hope you enjoyed the Cybersecurity Awareness Month program. Thank you for your support and participation!



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