

# K-12 Cyber Awareness Month 2022

## Campaign Toolkit Guide Week 1





# We're holding out for some heroes!

For the 3rd year in a row, ECNO, in partnership with Ontario School Boards and the Ministry of Education, is celebrating K-12 Cyber Awareness Month, developed to help inform students, teachers, families and communities about the risks of using technology and the internet by promoting best practices in cyber safety, cyber security, and online privacy.

We're encouraging participants to be a Cyberhero – fight off the bad guys – the phishers, scam artists, and all the supervillains who pose a threat to cyber security, safety and privacy.

## Week one is full of action as we dive into Social Media, Gaming and the Metaverse.

How you can participate:

1. **Visit our [website](#)** for messaging and content suggestions specifically designed around this week's theme.
2. **Use the attached toolkit** to help spread the word in classrooms and on school social media channels.

In this toolkit, you'll find shareable content and graphics for this week's theme created to help you get involved with Cyber Awareness Month across your social platforms.

Each page will provide you with suggested graphics with a useful link to download as desired. We'd love to see your posts, shares, and all the ways you're getting involved with defeating our shared nemeses, so be sure to tag us **@ECNOConnect** and use the hashtag **#K12CAM2022**.

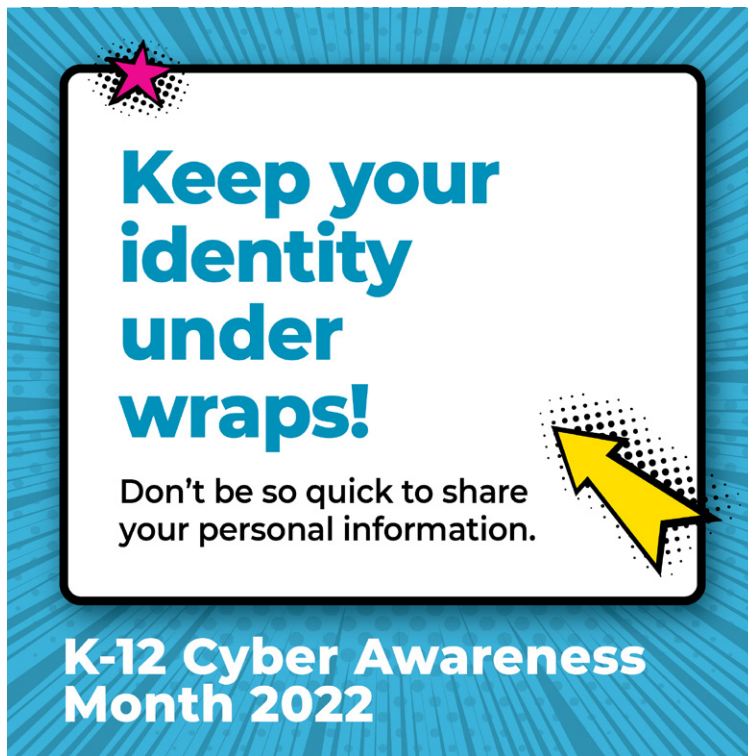
Being a Cyberhero is a year-round job! Check out the 2022/23 [Cyber Awareness Calendar](#). **It's loaded with more useful, awareness content for each month of the year.**

Don't see what you need? We've got some heroes of our own to help. Reach out to [Mark Ciobanu](#) with any questions or comments.



## Toolkit Digital Assets - Week 1

### *Identity*



#### **Suggested social media post:**

Your parents always taught you that sharing is caring, but when it comes to sharing your personal information online, practice the opposite. Providing your personal information over social media freely enables strangers access to everything about you. Think of them like pirates looking for buried treasure — don't give them the map! #K12CAM2022

#### **Social Media Graphics – Click asset to download**



**Facebook**



**Instagram**



**LinkedIn**



**Twitter**

## Toolkit Digital Assets - Week 1

### *Good Game*



#### **Suggested social media post:**

Online gaming has taken over the world (and maybe even your household) — don't let your kids' game turn into someone else's score. Hackers and dangerous individuals have been known to frequent popular gaming websites and platforms in the hopes of encouraging kids to visit infected websites, spend large sums of money, or even move to third party chatrooms. #K12CAM2022

#### **Social Media Graphics – Click asset to download**



**Facebook**



**Instagram**



**LinkedIn**



**Twitter**

## Toolkit Digital Assets - Week 1

### *Friends*



#### **Suggested social media post:**

Getting a friend or follow request by someone you don't know is red flag — but how about someone you do know? If a friend or family member adds you from a new account, always verify it's really them using another communication method before you hit "accept". #K12CAM2022

#### **Social Media Graphics – Click asset to download**



**Facebook**



**Instagram**



**LinkedIn**



**Twitter**



## Toolkit Digital Assets - Week 1

### *The catch*



#### **Suggested social media post:**

Winner, winner, chicken dinner! Before the excitement clouds your judgement, always verify the legitimacy of any contest or giveaway AND a win before sharing any personal information or reply. Sometimes if it's too good to be true, it just might be! #K12CAM2022

#### **Social Media Graphics – Click asset to download**



Facebook



Instagram



LinkedIn



Twitter

## Toolkit Digital Assets - Week 1

### Reality



#### Suggested social media post:

New and exciting technology is incredibly fun — but it's still NEW. In the metaverse, children and adults can mix in a predominantly unmoderated world, which increases the risk of tweens/teens being groomed and victimized by those looking to harm and exploit youth. Be cautious and diligent when partaking in VR and the metaverse as it provides a new outlet for dangerous interaction. #K12CAM2022

#### Social Media Graphics – Click asset to download



Facebook



Instagram



LinkedIn



Twitter