

K-12 Cyber Awareness Month 2022



Campaign Toolkit Guide Week 3



K-12 Students, Teachers, Board Members and Staff – Assemble!

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.

Is your cape clean? Week three is all about **Cyber Hygiene.**

How you can participate:

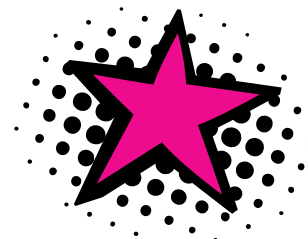
1. **Visit our [website](#)** for messaging and content suggestions specifically designed around this week's theme.
2. **Use the attached toolkit** to help spread the word in classrooms and on school social media channels.

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 3

Authentication



Suggested social media post:

It's all about you and your safety, hero! YOU know your pins, your phone number, and your face — use 'em! Utilizing Multi-Factor Authentication (MFA) is a safe and easy way to protect your information from getting in the wrong hands. Always opt in if you're given the option. #K12CAM2022

Social Media Social Media Graphics – Click asset to download



Facebook



Instagram



LinkedIn



Twitter

Toolkit Digital Assets - Week 3

Password



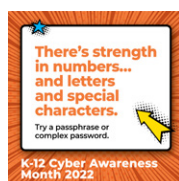
Suggested social media post:

Your puppy is cute, but everybody knows his name. Using a pet's name or a birthday is often an easy password to crack — especially since this information is generally easy to find online. Using a series of letters, special characters, and numbers that only makes sense to you is a great way to secure your accounts. Try a passphrase or complex series of characters. #K12CAM2022

Social Media Graphics – Click asset to download



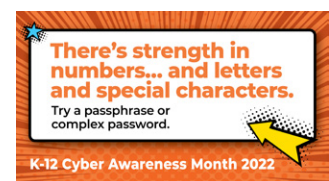
Facebook



Instagram



LinkedIn



Twitter

Toolkit Digital Assets - Week 3

Unique



Suggested social media post:

If they have one — they have them all! Using unique passwords on all of your accounts is the first step to ensuring the safety of your personal information. Need help remembering all those passwords? Use a password manager like Google Passwords. #K12CAM2022

Social Media Graphics – Click asset to download



Facebook



Instagram



LinkedIn



Twitter

Toolkit Digital Assets - Week 3

Firewall



Suggested social media post:

Is your personal firewall enabled on your device? No? Well, drop what you're doing and enable it ASAP! Firewalls are the first line of defence against things like viruses, hacking, and privacy breaches — they're like your own, personal superhero! Not sure how? Ask for help! #K12CAM2022

Social Media Graphics – Click asset to download



Facebook



Instagram



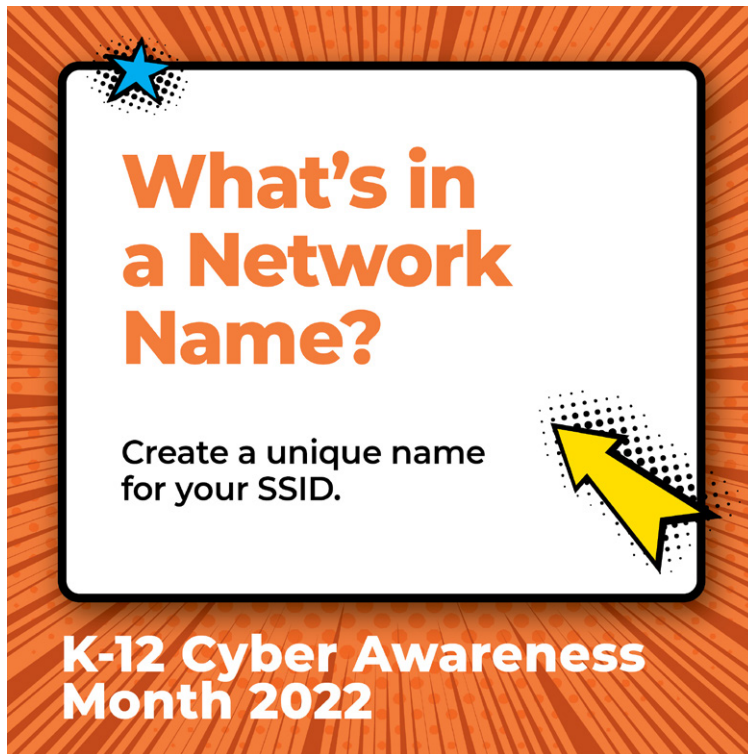
LinkedIn



Twitter

Toolkit Digital Assets - Week 3

Network



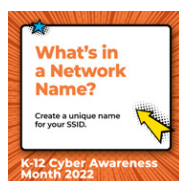
Suggested social media post:

Why should you change your default network name (SSID)? Using a default or personal network name can make it SO much easier for bad guys to figure out or hack your network's encryption, making it easier to access your passwords and personal information. Change the name and protect your family's network — use an inside joke and make it fun! #K12CAM2022

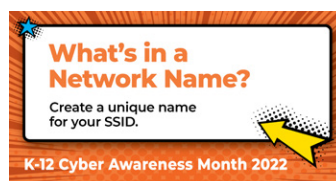
Social Media Graphics – Click asset to download



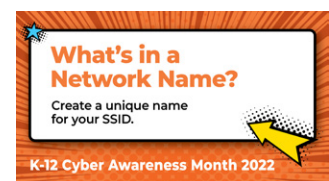
Facebook



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