

K-12 Cyber Awareness Month 2023

Campaign Toolkit
Week 1: Cyber Essentials



ECNO, in partnership with Ontario School Boards and the Ministry of Education, is celebrating the annual 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.

This year's campaign theme is **Together We Rise: Cyberheroes Unite for Online Safety!** designed to empower K-12 sector with a mission to foster a generation of cyberheroes who are equipped with the knowledge and skills to protect themselves and others in cyberspace. In today's online world it is essential to learn online safety practices, such as creating strong passwords, identifying phishing attempts, and safeguarding personal information.

Week one is full of action as we dive into Cyber Essentials

How you can participate:

1. Visit our **website** for messaging and content suggestions specifically designed around this week's theme.
2. Use this 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 **#K12CAM2023**.

Being a Cyberhero is a year-round job! Check out the Cyber Awareness Calendar.

It's loaded with more useful, awareness content for each month of the year.

Don't see what you need? Let us know! We've got some heroes of our own to help.

Toolkit Digital Assets - Week 1

Cyber Essentials



Suggested social media post

In Week 1 of CAM, we're going back to basics, because every superhero has an origin story! Equip yourself and your fellow cyberheroes with knowledge to help you successfully move through the digital world unharmed by virtual villains and sneaky scams. Check out the CAM website for more basics and resources about Cyber Essentials.

Social Media Graphics - Click asset to download



Toolkit Digital Assets - Week 1

Toolbelt



Suggested social media post

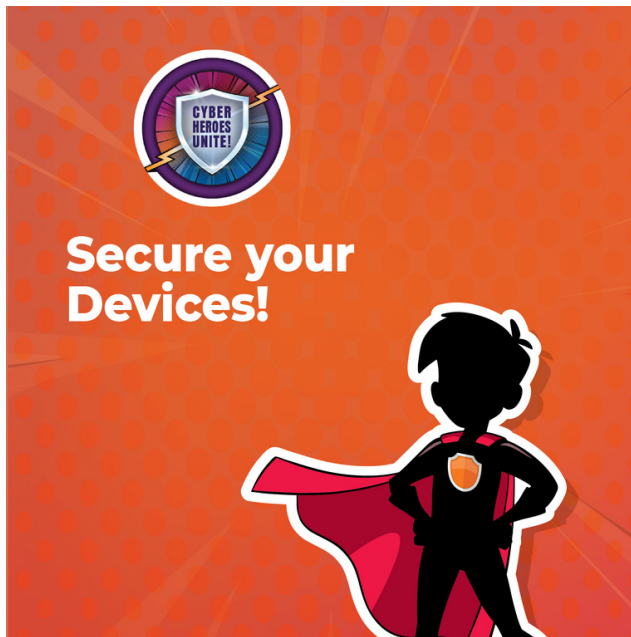
What's on your toolbelt? Things like password managers, securing your personal information, and multi-factor authentication are essential tools to have in your arsenal as a first line of defense against trouble. Suit up by starting [here](#).

Social Media Graphics - Click asset to download



Toolkit Digital Assets - Week 1

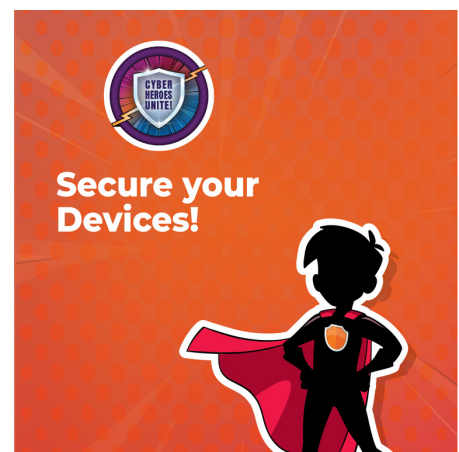
Secure your Devices



Suggested social media post

Mega updates, Batman! Keep all software on your computers, phones and tablets, up to date to avoid being a target for hackers and having your personal information compromised. You can even “set it and forget it,” by configuring your devices to update automatically.

Social Media Graphics - Click asset to download



Toolkit Digital Assets - Week 1

MFA



Suggested social media post

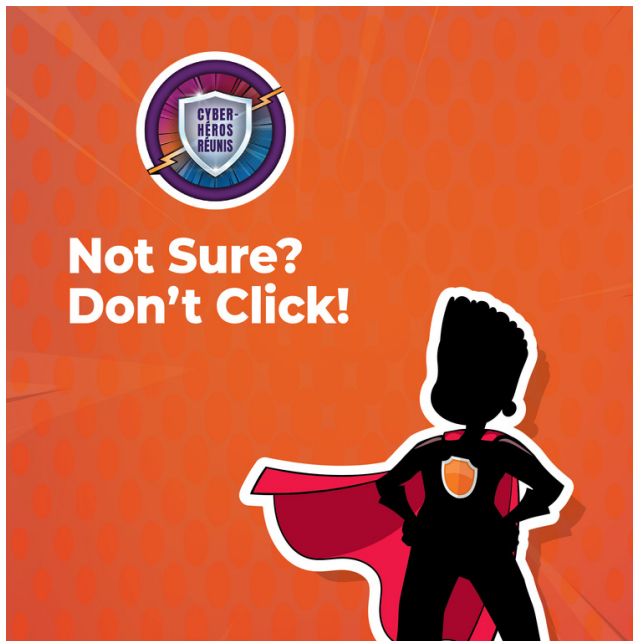
Want security even the Hulk can't smash? Try Multi-Factor Authentication. This feature adds a whole new level of security to your accounts. MFA includes biometrics like face ID or fingerprint access, security keys or apps that send you unique, one-time codes when you login to an account. If an app or platform offers it, Hulk SMASH that accept button!

Social Media Graphics - Click asset to download



Toolkit Digital Assets - Week 1

Not Sure?



Suggested social media post

Does that link have your spidey senses tingling? Evil links in email, messages, texts, posts, social media messages and advertising are a sneaky way for hackers to get your personal information. Be wary of clicking on links or downloading anything that comes from a stranger or looks sketchy. Think before you click!

Social Media Graphics - Click asset to download

