

K-12 Cyber Awareness Month 2023

Campaign Toolkit
Week 3: Navigating
Connected Worlds



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 three is full of action as we dive into Navigating Connected Worlds

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 3

Navigating Connected Worlds



Suggested social media post

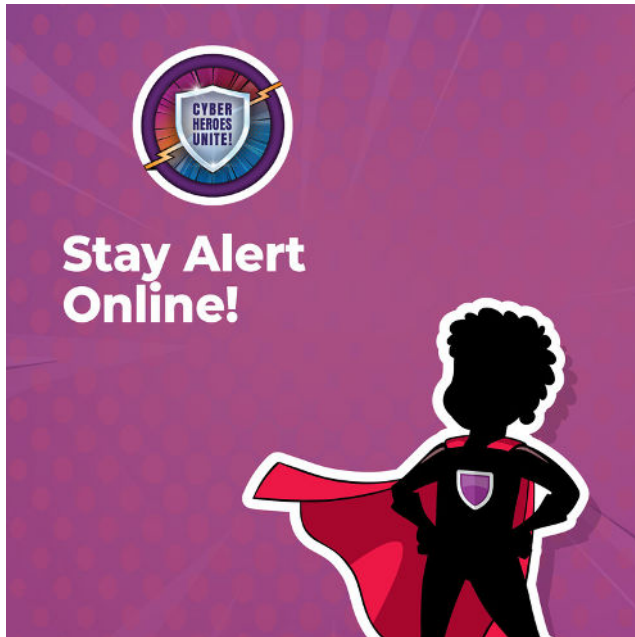
You have the power! And with great power, comes great responsibility. As a major part of a Cyberhero's life, knowing how to responsibly navigate the metaverse safely and respectfully is the greatest super power. Week 3 of CAM explores Navigating a Connected World. Check out the CAM website for resources and information.

Social Media Graphics – Click asset to download



Toolkit Digital Assets - Week 3

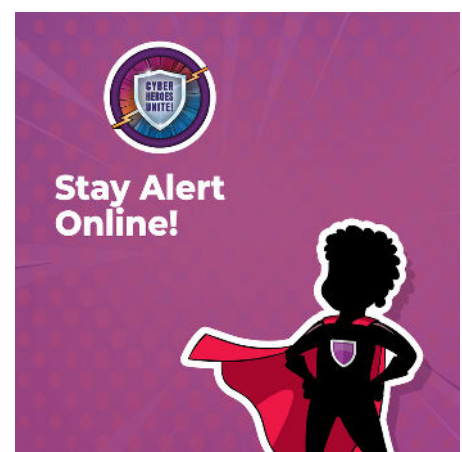
Stay Alert



Suggested social media post

Even the strongest heroes don't always know who's on the other side of the screen, but Cyberheroes are aware of threats around them, knowing not to stand for villainous behaviour, abusive or threatening language, or letting strangers into their networks. Knowledge is power! Start your Social Media safety awareness [here](#).

Social Media Graphics – Click asset to download



Toolkit Digital Assets - Week 3

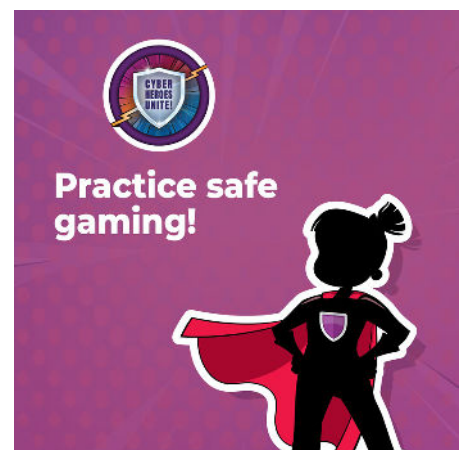
Practice Safe Gaming



Suggested social media post

Your safety is never a game! Internet connected games have cyberthreats, because while the characters and storylines are works of fiction, online gaming risks are real. Amid millions of honest gamers, there are cyberbullies, hackers, identity thieves, and sexual predators. Learn the risks (and safeguards!) of online gaming.

Social Media Graphics – Click asset to download



Toolkit Digital Assets - Week 3

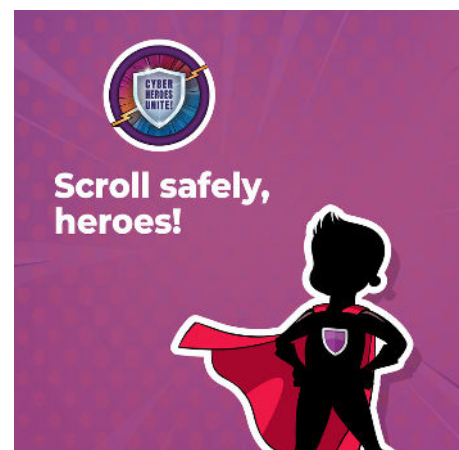
Scroll Safely



Suggested social media post

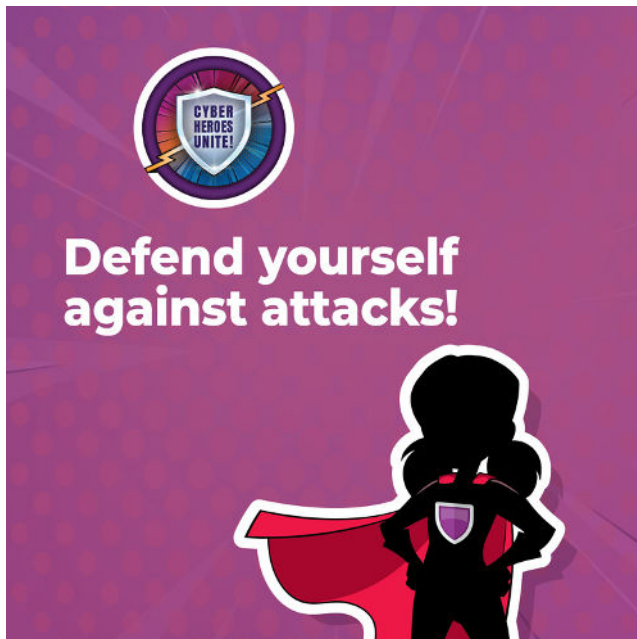
What's your kryptonite? Recognizing your weak spots is a great way to protect yourself from trouble. If it seems too good to be true, it very well might be. Winning giveaways, talking to public figures, and interacting with people you don't know online are examples of social media risks that may keep your adrenaline high and your defenses low. Learn more [here](#).

Social Media Graphics – Click asset to download



Toolkit Digital Assets - Week 3

Defend Yourself



Suggested social media post

Life hacks are some cyber criminals' 5 minute craft. Knowing how to prevent social engineering attacks is important for all internet users. Defense requires you to practice self-awareness. Always slow down and think before doing anything or responding. Do I know this person? Can I verify this info? There are many ways to slow down and consider next steps before you cross the line.

Social Media Graphics – Click asset to download

