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Cyber Aware

Cyber Aware
Campaign Toolkit

February 2021

About **Cyber Aware**

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Cyber Aware is the government's national campaign on cyber security. It is led by the **National Cyber Security Centre (NCSC)** and delivered in partnership with the Cabinet Office, Home Office and the Department for Digital, Culture, Media & Sport (DCMS).

The campaign is designed to **empower** and **enable** the public, sole traders and microbusinesses to better understand how to stay secure online and to take **practical steps** to help do so.

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#1 Top lines

Top lines

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- We’re spending more time online than ever. So are cyber criminals.
- Even small businesses are a valuable target to cyber criminals. Online security is as important as physical security.
- Luckily, if you work for yourself or run a small business with fewer than 10 employees, there are actions you can take to protect yourself online. And you don’t have to be an IT expert to action them.
- Cyber Aware promotes six practical steps. Together, they help protect you from the majority of online crime. They help keep you secure by protecting your passwords, your accounts and your devices.
- To help businesses prioritise the Cyber Aware advice, we have created the Cyber Action Plan – an online self-assessment that delivers customised actions based on your response to a small number of questions.
- By following the advice, it will be harder for criminals to access your money and business information.

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#2 Protective behaviours

Protective behaviours

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Devised by NCSC technical experts, the campaign centres around six practical actions that protect the public, sole traders and micro businesses from the majority of preventable cyber incidents.

1. **Create a separate password for your business email account** – your inbox contains lots of sensitive information about your business. It's the gateway to all your online accounts so keep it safe with a strong password that is different to all your others.
2. **Create a strong password using three random words** – the longer your password, the harder it is to hack. Long passwords can be difficult to remember. But using three random words will help you create passwords that are both long and strong. Start with your most important business accounts, like email.
3. **Save your passwords in your browser** – remembering lots of passwords can be difficult, but if you save them in your browser you don't have to and it's safer than re-using the same password for all your accounts.

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Protective behaviours

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4. **Turn on two-factor authentication** – this free security feature adds an extra layer of protection online and stops cyber criminals getting into your accounts, even if they have your password.
5. **Update your devices** – using the latest software, apps and operating system can fix bugs and immediately improve your security.
6. **Backup** – backing up means you always have a copy of your important business data in the event it's lost or stolen e.g. contract information, customers personal details, key contacts. Make sure these backups are recent and can be restored.

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#3 Audience

Audience

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The Covid-19 pandemic has greatly changed our relationship with technology.

Businesses in the UK have adjusted to new ways of working and are using the internet more than ever before. More than 60% of businesses are using new technologies since the beginning of the pandemic.[1]

Our activity targets:

- Sole traders and micro businesses (with fewer than 10 employees) who make up 95% of UK businesses (5.6m).

1 The business response to Covid-19: Centre for Economic Performance

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#4 Campaign timings

Campaign timings

- **Campaign launch (consumers)**

  Friday 4th December

- **Social media and partner activity commences (sole traders and micro business)**

  Wednesday 24 February

- **PR launch (sole traders and micro business)**

  Friday 26 February

- **Advertising launch (sole traders and micro business)**

  Friday 5 March

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#5 How to get involved

How to get involved

Our ask of you is to use your business networks and communication channels to support the Cyber Aware messaging.

This could include:

- Sharing campaign content through your own networks and channels e.g. website, email, social media
- Printing of collateral such as our leaflet for use in business-facing engagement – or offering the digital version online
- Directing members of your network to the Cyber Aware website
- Supporting the campaign on social media using #CyberAware and sharing or reposting social content.

If you would like to work together on a joint communications initiative, or provide bespoke advice on how we can improve cyber communications among your networks, please get in touch with Georgie.C@ncsc.gov.uk

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#6 Creative assets

Creative assets

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Links to campaign assets, which include the following, can be found at the Cyber Aware campaign resource centre

- Social media content calendar
- Social media assets
- Leaflet (read only and print version)
- Email signature

Our materials are for use by partners who have received them directly from NCSC. The assets should be used as supplied and not altered in any way.

If you would like to co-brand any of our materials with your own logo, please get in touch. For terms and conditions, please refer to the NCSC website: Terms & conditions - NCSC.GOV.UK

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#7 Social media plan and suggested posts

Social media plan & suggested posts

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You can support the campaign on social media using #CyberAware and sharing or reposting social content from @NCSC.

The content calendar, which can be found at the campaign resource centre has examples of suggested posts you can promote organically.

Please use the Twitter handle @cyberawaregov or “Cyber Aware from the National Cyber Security Centre” on Facebook. You can also connect with the National Cyber Security Centre on LinkedIn.

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#8 Leaflet

Leaflet

We have created a digital leaflet that provides information on the six protective behaviours and how they can help you stay secure online.

Leaflet: digital version
Leaflet: print ready

Welsh versions of the leaflet are also available at the campaign resource centre.

If you would like to co-brand the leaflet or print hard copies, please get in touch with us.

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#10 Suggested external comms

External communications

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This is a suggested form of words that can be edited to suit the tone of your organisation

- We're spending more time online than ever. So are cyber criminals. The increased use of email, online payments, virtual meetings, and improved access to loans and innovation grants has brought great benefits to businesses, but it comes with risk of falling victim to cyber criminals.
- That is why [today/on 26 February], the National Cyber Security Centre (NCSC) has launched a new cyber security self-assessment tool to help sole traders and micro businesses combat rising online threats, as part of the latest Cyber Aware campaign – a cross government campaign designed to help keep us secure online. The campaign is delivered in partnership with Cabinet Office, Home Office and the Department for Digital, Culture, Media & Sport (DCMS).
- At the heart of the Cyber Aware campaign is six practical actions that will help protect your business from the majority of the most common cyber attacks.
- The Cyber Action Plan helps small businesses, and people that work for themselves, prioritise the Cyber Aware advice based on their responses to a small number of questions. It's a free online service and takes less than 10 minutes to create your own customised Cyber Action Plan.
- If you work for yourself or run a small business with fewer than 10 employees, following this advice will make it harder for criminals to access your money and the critical information that keeps your business running.
- Here at [insert organisation name] we encourage you to visit CyberAware.gov.uk to get your customised Cyber Action Plan and help keep your business secure online.

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#More advice for businesses

More advice for businesses

The Cyber Aware protective behaviours should be the first step in your cyber security journey – whether you're looking to protect yourself or your business online.

If the businesses you work with are ready to take their online security to the next level, the NCSC has a range of cyber security advice to help build businesses cyber resilience.

You can find relevant links on the Cyber Aware website or you can direct individuals to the NCSC's Small Business Guide for more detailed information on steps businesses can take to protect themselves online.

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Thank you for your support