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# GET CYBER SKILLED

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A campaign to support the advancement of cybersecurity education & skills to the next generation.





THE EU CYBERSECURITY AGENCY

# CAMPAIGN TOOLKIT: **DIGITAL EDUCATION & SKILLS**



September 2018

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# INTRODUCTION

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Thank you for supporting the Get Cyber Skilled campaign, helping to support parents, teachers, guardians, role models and community leaders with developing cybersecurity education and skills in young people.

This toolkit contains a range of information and resources to help you raise awareness of Get Cyber Skilled through your channels. It includes:

1. **Information about the campaign**
2. **Key messages**
3. **Template copy**
4. **Assets**
5. **Quotes**
6. **Ideas for how to support the campaign**

The assets referenced in this toolkit can be downloaded from the campaign microsite at

<https://cybersecuritymonth.eu/get-cyber-skilled>

If you have any questions about Get Cyber Skilled or these resources, please contact

[ecsm@cybersecuritymonth.eu](mailto:ecsm@cybersecuritymonth.eu)

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# 1 ABOUT THE CAMPAIGN

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ECSM learning modules were created with European Schoolnet (under a service contract with the EC for delivering the Better Internet for Kids core service platform and coordination of the Insafe network of Safer Internet Centres in Europe); and as part of the #SaferInternet4EU campaign launched on Safer Internet Day (SID) 2018 by Commissioner Mariya Gabriel to promote online safety, media literacy and cyber hygiene. This initiative stems from the Digital Education Action Plan sets out a series of initiatives to support citizens, educational institutions and education systems to better adapt for life and work in an age of rapid digital change.

The Get Cyber Skills campaign will launch on Monday 8th October during European Cybersecurity Month and we are keen to work with trusted organizations to help share information as widely as possible.

This campaign is a partnership between the European Commission, European Schoolnet and ENISA.



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# WHO WE ARE

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**ENISA** - The European Union Agency for Network and Information Security (ENISA) is a centre of expertise for cybersecurity in Europe.

**European Commission DG Connect** - The Directorate General for Communications Networks, Content and Technology is the Commission department responsible to develop a digital single market to generate smart, sustainable and inclusive growth in Europe.

**European Schoolnet** - European Schoolnet is the network of 34 European Ministries of Education, based in Brussels. As a not-for-profit organisation, it aims to bring innovation in teaching and learning to its key stakeholders: Ministries of Education, schools, teachers, researchers, and industry partners. European Schoolnet is the coordinator of the European network of Safer Internet Centre through the <http://www.betterinternetforkids.eu> platform funded by the EU under Connecting Europe Facility (CEF) programme.

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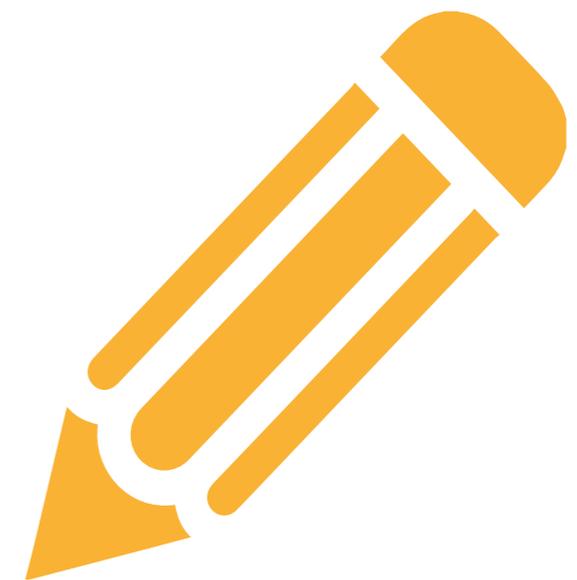
## 2 KEY MESSAGES

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Advancing cybersecurity skills and education of younger generations is important for keeping themselves and others safe.

Just like the physical world there are threats online that could pose a danger to children and young adults physically, emotionally and financially.

Building cybersecurity skills and competences helps the younger generation to develop routine cyber hygiene practices which they can then transfer to others and help protect society.



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# SECONDARY MESSAGES

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Cybersecurity is a cutting edge and fast paced field that is also about human behaviour and helping others.

A career in the area of cybersecurity is both rewarding and challenging due to the diversity of the subjects it touches on, including law, psychology, technology, geopolitics, communications and engineering.

Individuals with cybersecurity skills are appealing and inspiring to their peers and sought after due to their knowledge and competences.

Nurturing cybersecurity skills helps individuals to defend themselves online enabling them to become more resilient, self-reliant and confident: all strong positive character traits for a young inspiring future generation.

People with cybersecurity skills can have a positive impact on protecting those around them, by giving back to society they are safe guarding more vulnerable individuals, which is both rewarding and satisfying.

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# TOP TIPS

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Make use of the ECSM learning modules to create a study plan for your class. Topics include:

1. **Password management**
2. **Backing up data**
3. **Privacy settings**
4. **Protecting against social engineering**

Find out where the gaps in your cybersecurity knowledge are by taking the ECSM NIS (network and information security) quiz.



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Further your knowledge in this area by following the latest cybersecurity trends such as the ENISA info-notes and participate in Cybersecurity activities in your area, for example by using the ECSM calendar of events.

Resources are available to support and provide more information:

- **European SchoolsNet**
- **eTwinning platform**
- **Safer Internet Centres (SICs)**
- **Stop Think Connect**
- **National Cybersecurity Centres**
- **cybersecuritymonth.eu**
- **betterinternetforkids.eu platform**

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Consider joining a campaign such as:

- **CodeWeek**
- **Cyber Security Challenge**
- **Girls in ICT**
- **European Cybersecurity Month**
- **Safer Internet Day (SID)**
- **Safer Internet Forum**
- **#SaferInternet4EU**

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# 3 TEMPLATE

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Here's some template copy about Get Cyber Skilled that you may wish to use on your website or in other communications, such as newsletters or magazines.

## LONG COPY

Advancing cybersecurity skills and education of younger generations is important for keeping themselves and others safe. Just like the physical world there are threats online that could pose a danger to children and young adults physically, emotionally and financially. There are many threats online which include but are not limited to:

**ransomware** – software designed by criminals to prevent computer users from getting access to their own computer system or files unless they pay money ( payment doesn't necessarily mean getting your data back)

**social engineering** - social engineering is the act of exploiting human weaknesses to gain access to personal information and protected systems.

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**cyberbullying** is every form of bullying through the use of new information- and communication technologies to irritate, threaten, humiliate or offend victims.<sup>(1)</sup> (various methods/forms: fraping, trolling, doxing/outing, happy slapping etc.)

**sexting**, (the portmanteau of sex and texting), is sending, receiving or forwarding sexually explicit or suggestive texts, images and videos, using mobile devices.<sup>(2)</sup>

**grooming** - is the process in which a 'groomer' contacts children online with the intention of maintaining sexual contact, mostly through the use of fake profiles ("catfishing") representing a minor or a celebrity. Often offenders have multiple profiles on a variety of social media platforms or chatrooms to reach different potential victims. The groomer can have multiple motives for tricking the children: to exploit them and get some money out of their pictures, for their own sexual pleasure or to gain some power over them.<sup>(3)</sup>

(1) BeSafe. (2018). Cyberpesten. Retrieved September 13, 2018, from BeSafe:  
<https://www.besafe.be/sites/besafe.localhost/files/u16/cyberpesten.pdf>

(2) NSPCC. (2018). Sexting. Retrieved September 13, 2018, from NSPCC:  
<https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/sexting/>

(3) EC3 Europol. (2017). INTERNET ORGANISED CRIME THREAT ASSESSMENT (IOCTA) 2017

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**sexual coercion** - extortion or “sextortion” is a form of sexual exploitation that occurs primarily online, whereby non-physical forms of coercion are used, such as blackmail, to extort the victim for money or to meet to engage in sexual activities.<sup>(4)</sup>

To better protect yourself from such threats you can build up a habit of Cyber hygiene which forms the foundation of basic routine cyber security practices. These include good password management, activating two factor authentication, regularly backing up data and regularly reviewing your social media privacy settings. Anyone can reduce the risk of online threats by building up their cybersecurity skills and competences.

Nurturing cybersecurity skills helps individuals to defend themselves online, enabling them to become more resilient, self-reliant and confident. People with cybersecurity skills can also have a positive impact by protecting the more vulnerable members of society. Developing such skills may also lead to a career in cybersecurity which is both rewarding and challenging due to the diversity of the subjects it touches on, such as law, psychology, technology, geopolitics, communications and engineering.

(4) NCMEC. (2018). Sextortion. ( National Center for Missing & Exploited Children) Retrieved September 13, 2018, from Missing Kids: <http://www.missingkids.com/theissues/onlineexploitation/sextortion>

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There are lots of things that you can do to develop your own skills so that you can pass on your new found knowledge.

- 1. Make use of the ECSM learning modules to create a study plan for your class, which will teach about, password management, backing up data, privacy settings, and how to protect against social engineering attacks.**
- 2. Develop your skills in cybersecurity by taking the ECSM NIS (network and information security) quiz.**
- 3. Further your knowledge in this area by following the latest cybersecurity trends such as the ENISA info-notes and participate in cybersecurity activities in your area, for example by using the ECSM calendar of events.**
- 4. Resources are available to support and provide more information – European Schoolnet, eTwinning platform, Safer Internet Centres (SICs), Stop Think Connect, National Cyber Security Centres, [cybersecuritymonth.eu](http://cybersecuritymonth.eu), [betterinternetforkids.eu](http://betterinternetforkids.eu) platform.**

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To get the next generation involved consider engaging in a campaign such as:

- **CodeWeek**
- **Cyber Security Challenge**
- **Girls in ICT**
- **European Cyber Security Month**
- **Safer Internet Day (SID)**
- **Safer Internet Forum**
- **#SaferInternet4EU**



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# 4 ASSETS

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The following assets can be downloaded from <https://cybersecuritymonth.eu/get-cyber-skilled>

- **Get Cyber Skilled learning modules**
- **Social media images**
- **ECISM logo and social media images**



## Copy for social media:

We have provided suggested copy to accompany Get Cybers Skilled social media images.

 <a href="#">#GetCyberSkilled</a>	 <a href="#">#GetCyberSkilled</a>	 <a href="#">#GetCyberSkilled</a>	 <a href="#">#GetCyberSkilled</a>	 <a href="#">#GetCyberSkilled</a> EUROPEAN CYBER SECURITY MONTH
Did you know cybersecurity is about helping people and not just about technical skills? <a href="http://bit.ly/GetCyberSkilled">bit.ly/GetCyberSkilled</a>	Did you know that the number of cybersecurity jobs is expected to triple? <a href="http://bit.ly/GetCyberSkilled">bit.ly/GetCyberSkilled</a>	Cybersecurity is not just engineering and technology but also law, psychology and geopolitics! <a href="http://bit.ly/GetCyberSkilled">bit.ly/GetCyberSkilled</a>	Do you want the next generation to be self-reliant and confident? Teach them cybersecurity <a href="http://bit.ly/GetCyberSkilled">bit.ly/GetCyberSkilled</a>	Protect Yourself, Protect Others, Protect Society! Discover the ECISM learning Modules <a href="http://bit.ly/GetCyberSkilled">bit.ly/GetCyberSkilled</a>

**Campaign hashtags:** #GetCyberSkilled, #SaferInternet4EU, #CyberSecMonth, #BIK, #SaferInternet

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# 5 QUOTES

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**Mariya Gabriel Commissioner for Digital Economy and Society, European Commission, said:**

If we want to make the most of the digital era, it is essential we equip EU citizens with the knowledge and skills to protect and empower themselves online. The most avid users, young people, are also the most vulnerable. It is our shared responsibility to give them opportunities to explore, learn, and become responsible users of new technologies - safely. Cyber Security Month aims to do just that - join our learning modules this October and support #SaferInternet4EU!



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**Hans Martens, Digital Citizenship Programme Manager at European Schoolnet and Coordinator of the Insafe network of Safer Internet Centres in Europe, said:**

European Schoolnet is delighted to be involved in the 'Get Cyber Skilled' campaign as an aspect of European Cyber Security Month. Online security is increasingly seen as an important component of online safety, and our collaboration with ENISA on this learning event for teachers, delivered through the eTwinning platform, allows us to further disseminate the expertise developed within the Insafe network. By skilling educators on topics such as effective password security, privacy and good data management principles - and supporting them to deliver key messages in the classroom - we can in turn encourage children and young people to develop good cyber hygiene practices to draw upon throughout their lives, helping to protect both themselves and others online



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**Udo Helmbrecht, Executive Director at European Union Agency for Network & Information Security, said:**

Cybersecurity is a shared responsibility - We should all play a role and a simple easy step is good cyber hygiene practices to protect not just the individual but society at large.

With the ECSM learning modules we are supporting digital education and skills to tackle the challenges of the digital transformation.



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# 6 WAYS TO SUPPORT

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We encourage you to support the Get Cyber Skilled campaign in the following ways:

- **Share our assets on your social media channels**
- **Use the copy provided in your communications**
- **Issue a press release to announce your support of this campaign**
- **Let us know if there are any opportunities for us to work with you. We can create bespoke content for such opportunities**



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**THANK YOU FOR YOUR SUPPORT**

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