

# European Cybersecurity Month Ambassadors Toolkit

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## 2023



**Be smarter**  
than a hacker



Welcome to the **European  
Cybersecurity Month 2023  
Ambassadors Toolkit!**

This year, we're taking a stand against Social Engineering threats in a campaign aimed at the general public, that shows none or minimum cybersecurity knowledge.

Our goal is to raise awareness and empower individuals of all ages to protect themselves online.

# Campaign Components

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- **Main Video:** We've created a captivating song video that serves as the centerpiece of our campaign.
- **Website:** Visit our [website](#) for valuable resources and information.
- **3 Red Flags Videos:** Learn to spot the warning signs of social engineering.
- **Cybercriminal Profile Video:** Understand the tactics used by hackers.
- **Entertaining Quiz:** Test your knowledge in identifying social engineering emails.
- **Campaign Claim:** Be Smarter Than a Hacker

Our campaign's claim, "**Be Smarter than a Hacker**," emphasizes the importance of vigilance and astuteness in the digital world. Here's why this claim is effective:

- **Awareness of the Threat:** It underscores the very real dangers of social engineering.
- **Personal Empowerment:** It encourages individuals to take control of their online security.
- **Encouragement of Caution:** It promotes cautious behavior and critical thinking.
- **Promotion of Education and Awareness:** It motivates people to educate themselves about cybersecurity.

## Join our Ambassadors Program and help spread the word!

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We're calling on YOU to share your insights, tips, and experiences on Social Engineering. Whether it's a story, infographic, video, or just a simple tip, we want to hear from you!

### How to Participate:

Create content related to Social Engineering. This could be a blog post, a video tutorial, an infographic, or even a personal experience you'd like to share. Post it on your preferred social media platform.

Use the hashtags **#OpenECISM** and **#CyberSecMonth** to make sure your content is discoverable by the community.

Engage with others! Like, share, and comment on posts from fellow participants.

**Bonus:** Each week, we'll feature some of the best content on our official channels. So, not only do you get to share your knowledge, but you might also gain some new followers and recognition!

Remember, awareness is the first step in defense. By sharing your knowledge on Social Engineering, you're helping to create a safer digital world for everyone.

## Social Media Posts Examples

- **Social Media Post 1:**

October is European Cybersecurity Month 2023! Let's unite against Social Engineering threats. Be smarter than a hacker! #OpenECSM #CyberSecMonth

- **Social Media Post 2:**

Share your Social Engineering insights using #OpenECSM. Let's make the digital world safer, one post at a time and raise awareness together!

- **Social Media Post 2:**

Join the movement against cyber threats! Post your Social Engineering content using #OpenECSM. Together, we can fight against these online dangers! #CyberSecMonth

## Downloadable Resources

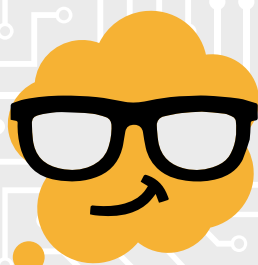
- **Campaign Poster and Tips Infograph:** Download our campaign poster and tips infograph to raise awareness in your community.
  - [Poster](#)
  - [Infograph 1](#) and [Infograph 2](#)
- **Main Video:** Get the main video for your use and share it with your audience.
  - [Be Smarter Than a Hacker](#)
- **Red Flag Video:** Learn how to identify and behave under Social Engineering Threats.
  - [Unexpected requests](#), [Unbelievable offers](#), [Urgency](#)
- **Cybercriminal Profile Video:** Understand how Cybercriminals find the way to cheat you.
  - [Cybercriminal Profile](#)
- **Campaign Logos:** Access our campaign logos to show your support.
  - [Logo Pack](#)
- **Social Media Images:** Download images to use on your social media posts.
  - [Images Pack](#)

Let's make European  
Cybersecurity Month 2023 a  
resounding success by being  
smarter than hackers and  
spreading awareness far and  
wide! Together, we can make a  
difference in online safety.

**#OpenECSM**  
**#CyberSecMonth**



EUROPEAN  
CYBER  
SECURITY  
MONTH



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**than a hacker**