

# Cybersecurity Awareness Month Toolkit

Strategic Implementation Guide for Security Leadership

## Navigating Your Folder

01

### Access Your Toolkit

Download and open the zip folder to find four sub-folders—one for each week of Cybersecurity Awareness Month. Inside, you'll find ready-to-use security awareness resources for your organization.

02

### Review Content Assets

Each weekly folder includes materials designed around that week's focus area. You'll have a mix of videos, posters, and newsletters to engage your workforce effectively.

03

### Deploy Content Weekly

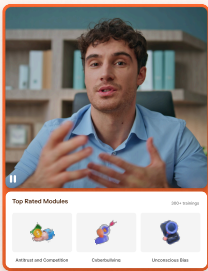
Roll out the materials on a weekly schedule. Consistent deployment reinforces the message, keeps awareness high, and builds lasting cybersecurity habits across your organization.

## Premium Assets



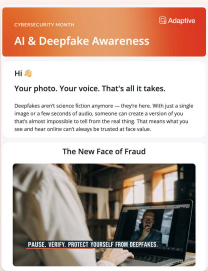
8

HIGH-IMPACT POSTERS



4

PROFESSIONAL VIDEOS



4

INFORMATIVE NEWSLETTERS

## October 2025

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- Week 1: Oct 6-10
- Week 2: Oct 13-17
- Week 3: Oct 20-24
- Week 4: Oct 27-31

## Campaign Overview

WEEK 1

### “Think Before You Click”

Learn how cybercriminals craft sophisticated phishing emails that can compromise entire organizations in seconds. Discover the red flags, understand the tactics, and master the art of email verification.

WEEK 2

### “Seeing Isn’t Always Believing”

Explore how artificial intelligence creates convincing fake videos and voices—even of your colleagues and executives. Learn to identify AI-generated content and protect against voice and video fraud.

WEEK 3

### “Your Digital Footprint Matters”

Understand how cybercriminals mine your social media posts to answer security questions and infiltrate personal accounts. Master privacy settings and safe sharing practices.

WEEK 4

### “Security Beyond The Office”

Discover hidden cybersecurity risks in daily activities—from charging your phone to connecting to Wi-Fi and making online purchases. Build security habits that protect you everywhere.