



Cyber Smart Week 2024 – Social Media Pack

(Monday 21 October – Sunday 27 October)

This social media guide is here to help you share the Cyber Smart Week messages on your social channels – feel free to adapt to suit your organisation’s tone and style.

Important: Find us, follow us and tag us

Tagging and sharing with us helps us see the activity being generated as well as helping others to join the Cyber Smart Week conversation.

Social media handles: @ownyouronline for Facebook / Instagram

We’re still @CERT NZ for LinkedIn

Hashtags: #CSW24
#StopTheScamathon
#OwnYourOnline

This year, there are two different creative options for you to choose from:

- The Scamathon, and
- Own Your Online/Generic

Each creative option has multiple messages and is provided in both 1080x1350 and 1080x1920 image formats. This gives you the option to use in-feed, as a story – or both!

Please post from Monday 21 October (when Cyber Smart Week starts) – not before!

Also, keep an eye out for our social posts during Cyber Smart Week. You’re welcome to reshare these, if you’d prefer.

By sharing these messages, you’ll help us to reach more New Zealanders and help them to be more secure online.

One more note: Be on the lookout for a teaser video we’ll be sharing on our social channels the weekend before Cyber Smart Week (19-20 October).

If you’d like to share it, please do!

Please remember, this material is embargoed and cannot be used until Monday 21 October (when Cyber Smart Week starts).

Scamathon creative:

Introduction to Cyber Smart Week:

In-Feed

For LinkedIn please tag @CERT NZ instead of @ownyouronline

Post Copy:

This Cyber Smart Week, we're supporting @ownyouronline to #StopTheScamathon. Scammers count on our kindness – so help stop them in their tracks by using long, strong and unique passwords and turning on two-factor authentication.

ownyouronline.govt.nz/scamathon

#OwnYourOnline #CSW24

Post Image:



Stories

Please tag @ownyouronline



Two-factor authentication (2FA)

In-Feed

For LinkedIn please tag @CERT NZ instead of @ownyouronline

Post Copy:

We're all about helping @ownyouronline to #StopTheScamathon this Cyber Smart Week. So turn on two-factor authentication (2FA) for your main accounts to make it harder for scammers to get what they want.

ownyouronline.govt.nz/scamathon

#OwnYourOnline #CSW24

Post Image:



Stories

Please tag @ownyouronline



Passwords

In-Feed

For LinkedIn please tag @CERT NZ instead of @ownyouronline

Post Copy:

This Cyber Smart Week, we're helping @ownyouronline to #StopTheScamathon. So keep those passwords long, strong and unique – and help stop those scammers in their tracks.

ownyouronline.govt.nz/scamathon

#OwnYourOnline #CSW24

Post Image:



Stories

Please tag @ownyouronline



Own Your Online/ Generic creative:

Two-factor authentication (2FA)

In-Feed

For LinkedIn please tag @CERT NZ instead of @ownyouronline

Post Copy:

This Cyber Smart Week, we're supporting @ownyouronline to keep those scammers at bay. Turn on two-factor authentication (2FA) as an extra layer of protection.

ownyouronline.govt.nz/scamathon

#OwnYourOnline #CSW24

Post Image:



Stories

Please tag @ownyouronline



Passwords

In-Feed

For LinkedIn please tag @CERT NZ instead of @ownyouronline

Post Copy:

This Cyber Smart Week, #OwnYourOnline by having long, strong and unique passwords – to help stop those scammers in their tracks.

ownyouronline.govt.nz/scamathon

@ownyouronline #CSW24

Post Image:



Stories

Please tag @ownyouronline

