Cyber Smart Week 2024:
Social media te reo Māori resources

(Monday 21 October – Sunday 27 October)

This guide includes translated social media resources to help you share the Cyber Smart Week messages on your social channels. These translations are based on the first English posts you can find in the Social Media Pack. 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 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).

// NCSC

Scamathon creative:

Introduction to Cyber Smart Week:

In-Feed
For LinkedIn please tag @CERT NZ instead of @ownyouronline

Post Copy:
I tēnei Wiki Haumaru ā-Ipurangi, e tautoko ana mātou i a @ownyouronline ki te #StopTheScamathon. Ka whirinaki ngā kaitāware ki te ngākau atawhai – nō reira me āwhina ki te aukati i a rātou mā te whakamahi i ngā kupuhuna roa, kaha, motuhake hoki, ā, me te whakahohe i te motuhēhēnga tukarua.

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:
I tēnei Wiki Haumaru ā-Ipurangi, e tautoko ana mātou i a @ownyouronline ki te aukati i ngā kaitāware. Whakahohea te motuhēhēnga tukarua (2FA) hei tauārai haumaru anō.

ownyouronline.govt.nz/scamathon

#OwnYourOnline #CSW24

Post Image:

Stories

Please tag @ownyouronline