Secure Our World
Opportunities Guide

WHO WE ARE

The Cybersecurity and Infrastructure Security Agency (CISA) is the operational lead for federal cybersecurity and the national coordinator for critical infrastructure security and resilience. Leading the national effort to understand, manage and reduce risk to our cyber and physical infrastructure, we are designed for collaboration and partnership. CISA works with external stakeholders to defend against today's threats and collaborate to build a more secure and resilient infrastructure for the future.

WHAT'S INSIDE?

This guide provides an overview on ways to work with CISA on our new cybersecurity awareness program, Secure Our World, and encourage the public, businesses and organizations of all sizes to take steps every day to reduce cyber risk.

SECURE OUR WORLD OVERVIEW

The world is interconnected. Whether at work, at home, at school or simply through communicating with friends and family, we come together online by the devices and the apps we use every day. With increased connectivity comes increased risk. Whether it's our data, finances or identities, there are those who wish to do us harm and disrupt our lives through attacks on services we rely on, from health care and our schools; to the small businesses and non-profits that are part of our communities; to our personal information and that of friends and family.

Secure Our World PSAs include live action and animated versions, in English and Spanish.

CISA's cybersecurity awareness program, Secure Our World, is an enduring effort to educate individuals, small & medium-sized businesses, and other organizations on the actionable steps we can each take to stay more safe and secure online. It is a collective effort to reduce the risks we face from online criminals looking for easy targets. If we take four steps—

1. Recognize and report phishing
2. Use strong passwords
3. Turn on multifactor authentication
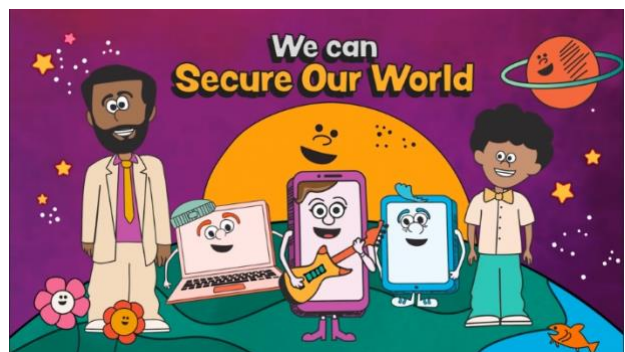4. Update software

—we won't be as vulnerable to deceptive tactics, and it will be much harder to scam us or steal our information.

But we need your help! Other Federal, State, Local, Tribal, and Territorial agencies, and the private sector can help get the word out by encouraging actions to drive behavior change so we can keep individuals and businesses across the nation safe and secure online. You'll be a trusted messenger, and we need your voice.

View our public service announcement videos, educational resources and toolkit at cisa.gov/SecureOurWorld. Most importantly... join us in this critical effort to Secure Our World.

WANT TO GET INVOLVED? WE'D LIKE TO WORK WITH YOU!

Thank you for your interest in supporting the Secure Our World Program! You can play a vital role in amplifying and validating important messages that can help keep people safe online.

The following opportunities are available to your organization to support the Secure Our World program. If one or more are of interest to your organization, please contact us at AwarenessCampaigns@cisa.dhs.gov.

Secure Our World Resources

Share CISA's Secure Our World informational and creative awareness materials with your audiences. Our downloadable content includes information on how to stay safe online and can be used publicly. These free resources can be used as part of your own campaign in support of Secure Our World.

Want to add your branding? Your organization can also work with CISA to determine what preexisting Secure Our World resources meet the needs of your audience(s) and add your branding to them. In turn, CISA may share content you publish on social media to feature your organization's cybersecurity awareness efforts.
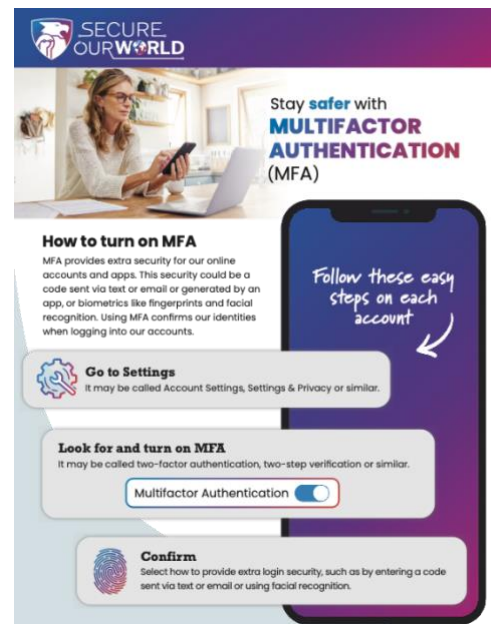
Interested in tailored materials for your group? In addition to adding your organization's branding to preexisting Secure Our World resources, if you would like to develop more tailored content, CISA can work with you to design new resource(s) that feature the Secure Our World graphical treatment and your organization's branding. (Note: CISA must approve all co-branded resources and will discuss how they can best be used to amplify Secure Our World messaging).

Secure Our World tip sheets offer step-by-step guides to implementing safe online behaviors.

Raise Awareness via Social Media

Follow @cisagov on X, LinkedIn, Facebook, and Instagram. Amplify the Secure Our World message by reposting content using your organization's social channels. Create new content to amplify the message of the campaign on your organization's social media and share information on the importance of staying safe online and taking steps every day to ensure users are safe when connected. Use #SecureOurWorld and #CybersecurityAwarenessMonth (during the month of October) to connect the program to relevant posts.

Distribute Information Online

Share Secure Our World informational and creative awareness materials with your audiences and encourage them to use it, too. You can link to CISA's Secure Our World webpage so your stakeholders, members, employees, customers and even vendors can learn more

Repost Secure Our World content or reference it in your own relevant posts.

about how to stay safe online, which protects both your organization and others. These downloadable materials include information on how to take steps each day to stay safe when online or using connected devices. Let's talk about the best way to use these resources, such as:

- **Email and website banners:** Digital creative banners that can be added as headers on emails, digital newsletters and website pages.
- **TV monitor boards:** Digital posters and images that summarize campaign content to feature on TV and other monitor displays.
- **Posters:** Printable posters with information for offices, community centers, schools and other public areas to help raise awareness of cybersecurity threats.

Don't forget to issue a public announcement that these resources are now available!

Web banner ad

Magazine ad

Share with Your Community

Hand out Secure Our World materials in shared or public spaces to spread the word about how to stay safe online. If you'd prefer, simply use Secure Our World content internally within your organization's office.

Attend or Host an Event During Cybersecurity Awareness Month

As a partner, we encourage you to also get involved in Cybersecurity Awareness Month—which is celebrated every October. Attend an event online or find one happening near you! Consider hosting your own event, too.

Contests

Work with students, a team or plan community activities to amplify how to Secure Our World messages! Host a poster or video contest where individuals can create online safety resources for their school, workplace or community. Display winning entries and consider awarding prizes!

Gamification

Host a phishing competition or creative games. Send simulated phishing emails to your employees and reward those who catch and report the most phishing attempts to educate others on how to work together to Secure Our World.

Offer a Statement of Support

Your voice is trusted. Your support of the Secure Our World program validates the message, elevates the campaign to your customers, employees and vendors, and indicates that it is consistent with your organization's values.

Request a CISA Speaker

Your events have cachet across the industry. Invite CISA leadership or other speakers to talk about Secure Our World through keynotes, panels or fireside chats with your leadership during your national or regional gathering to show partnership in action. We can discuss our efforts to combat cyberattacks and reduce risk through the program. We can also promote safe online behaviors when using connected devices and amplify the importance of the partnership in promoting that message.

CISA Director Jen Easterly at the Secure Our World launch.

Secure Our World collaborates with Superbowl LVIII.

Host an Event

Incorporate Secure Our World as a theme for your guests to experience and learn from, reminding them throughout your event that we can all implement four easy steps to boost online safety. This form of participation could even include Secure Our World educational booths, staffed by CISA's regional representatives. Provide CISA with a booth at an event or conference where we can share information and resources about Secure Our World and the free services that CISA can provide to the sector.

Conduct Local Media Outreach

Reach out to local media to secure their help in promoting #SecureOurWorld and #CybersecurityAwarenessMonth and other Cybersecurity Awareness Month events, along with your organization's activities.

BENEFITS OF WORKING WITH SECURE OUR WORLD

Your organization can benefit from working with Secure Our World in many ways! Of course, the greatest benefit to the nation of all of us working together is reducing the risks we face when online and using connected devices. It's a world where protecting ourselves is as easy as buckling up in the car. We wouldn't drive the car without our seatbelt, so why jump online without ensuring we are safe? Let's work together to ensure everyone thinks this way!

CHANGE BEHAVIORS

CISA encourages individuals and organizations to create healthy cyber habits by implementing four easy steps:

1. Recognize and report phishing.
2. Use strong passwords.
3. Turn on multifactor authentication (MFA).
4. Update software.

We are committed to providing our partners with up-to-date information and resources. We want to hear how YOU are molding our resources to adapt to your lifestyle. Contact us at AwarenessCampaigns@cisa.dhs.gov.

REDUCE RISK

A unified approach in reducing risk from cyber threats helps the public, helps organizations at risk from ransomware attackers and hackers, helps governments and critical infrastructure from being disrupted. Our united voice on the steps we can all take together amplifies how important it is to reduce risk.

COLLABORATE ON SOCIAL MEDIA

CISA can amplify content to help share your Secure Our World messages and cybersecurity awareness efforts.

HIGHLIGHTING COLLABORATIONS

As we approach Cybersecurity Awareness Month, we are looking for opportunities to highlight the many unique partnerships we have, as you are all important voices to share this important message forward. As we kick-off Cybersecurity Awareness Month we will use it to highlight these partnerships.

CISA can amplify your Secure Our World social media content to broaden the message.

FREQUENTLY ASKED QUESTIONS (FAQ)

How can my organization get involved with the Secure Our World program?

Getting involved is easy! Review this guide to learn about how organizations can get involved with the Secure Our World program and the benefits of working together. Email us at Awarenesscampaigns@cisa.dhs.gov to get started.

Why should my organization work with Secure Our World?

Over the past three years, U.S. corporations have faced cyberattacks that pose an extreme level of risk. It is estimated that by the year 2025, cybercrime will cost the world $10.5 trillion annually.[1] IBM has estimated that the average cost of a data breach globally is $4.45 million.[2] Recent attacks have included the SolarWinds, Colonial Pipeline, Log4j and the MOVEit breaches, as well as the insidious ransomware epidemic that seems to disproportionately affect vulnerable critical sectors (e.g., education and healthcare) and small businesses. This trend necessitates that the U.S. government and CISA take serious action to stem the crisis and curb future risks from threatening the critical services we rely on from the private sector, government and non-profit communities, and protect society. But CISA cannot do this alone. Increased action by IT and software manufacturers to adopt secure by design principles, and corporate responsibility are critical to reducing risk from cyber threats.

Reducing the risks posed by malicious cyber actors requires an "all hands-on deck" approach to amplifying the message of Secure Our World. All organizations who get involved with Secure Our World are critical partners in promoting online safety. Working with us creates a mutually beneficial relationship in which we help each other reach organizational goals when it comes to cybersecurity awareness and spread the word about how we can all Secure Our World together.

What type of support does the Secure Our World program provide?

We can provide educational resources, CISA speakers, regional representatives, and in-person event support. If you have any further questions, our team is just an email away—please contact us at awarenesscampaigns@cisa.dhs.gov.

What costs are associated with working with Secure Our World?

There is no cost in getting involved with the Secure Our World program. We will provide requested materials for special events and provide electronic versions at no cost. However, printing and distribution costs are your responsibility.

Where can I find resources to educate and engage my organization's network on how to Secure Our World?

The Secure Our World program has an array of resources available to the public and organizations who want to get involved. All available awareness and education materials can be found in the "Secure Our World Resources" section of the Secure Our World website.

How can I learn about new cybersecurity awareness initiatives or resources?

Sign up for the CISA Community Bulletin to learn how you can spread cybersecurity awareness across the country to people of all ages. Organizations and individuals will learn about CISA services, programs, and products and how they can use them to advocate and promote cybersecurity within their organizations and to their stakeholders. In addition, sign up for CISA alerts to receive a variety of alerts, advisories, and actionable guidance. These are valuable tools in your organization's efforts to reduce risk and address known vulnerabilities and common exposures that can and should be addressed ASAP.

Can CISA share my cybersecurity awareness activities?

Yes! Please share photos and write-ups on special events and other cybersecurity-related initiatives with us. CISA can re-post content to help amplify your Secure Our World messages and cybersecurity awareness efforts.

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[1] Cybersecurity Ventures. "Cybercrime To Cost The World $10.5 Trillion Annually By 2025."
[2] IBM. "Cost of a Data Breach Report 2023."