KnowBe4
Human error. Conquered.

2022 Holiday Resource Kit User Guide

WELCOME TO YOUR 2022 HOLIDAY RESOURCE KIT!

Thank you for downloading KnowBe4's 2022 Holiday Resource kit. We've built this kit to help ensure no chunks of cyber-coal end up in your employees' stockings this season!

Hackers know surges in online shopping, holiday travel, and time constraints can make it easier to catch users off their guard with relevant schemes. This makes one of the busiest times of year, both at work and at home, one of the most important times for your employees to stay vigilant against cybersecurity threats.

That's why we put together this resource kit to help your users stay alert during this busy time and make smarter security decisions every day. Read on for more details on what you get and some ideas for sharing these assets with your employees!
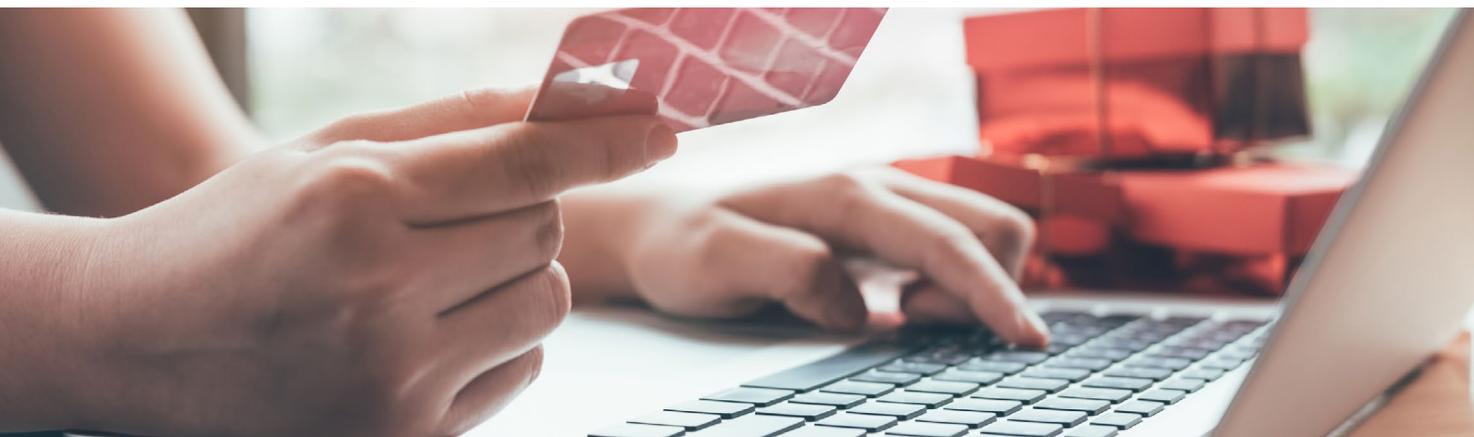
What You Get

The kit web page gives you access to these resources:

For You

- On-Demand Webinar: *Critical Considerations When Choosing Your Security Awareness Training Vendor*

- Whitepaper: *Obtaining and Maintaining Executive Support for Your Security Awareness Training Program*

For Your Users

- Free Video Module: *Stay Safe for the Holidays* (available in 10 languages) plus a tip sheet to reinforce the key points of the course

- Free Training Module: *Staying Safe for the Holidays* (available in nine languages) plus a tip sheet to reinforce the key points of the course

- Free Educational Video: *Holiday Scams to Avoid*

- 4 digital signage options perfect for reminders on key concepts

- 2 newsletter-style assets with tips on secure holiday shopping and travel (available in 10 languages)

Access all these resources in one place here:

IDEAS TO GET YOU STARTED

Starting to deploy these resources in November or early December would be the ideal timeframe if you're hoping to remind your employees of holiday-based cyber scams. That way you have enough time to share the training content and the supporting assets spaced out evenly until the end of the year without having to worry about deploying training content across the main holiday weeks in November and December.

The exact timing is up to you, but we've provided some sample email copy to accompany these assets when you send them to your employees.

Introductory Email: Launching a Mini-Campaign About Holiday Cybersecurity

Suggested Subject Line: Send Scammers Packing this Holiday Season!

Just like ads for online retailers and holiday decorations migrating into your favorite home improvement store, this time of year means cyber scams, and lots of them.

Fake shipping notifications. Phony charities asking for money. Sketchy mobile apps offering the best deals. Cybercriminals just try to ruin everything, don't they?

But we're here to help. We'll be sharing some educational and actionable tips in the form of short training videos to equip you with the knowledge to stay safe and keep holiday scammers at bay.

[insert plans to share holiday kit content]

This holiday season bring on the cyber knowledge and send the scammers packing!

Training and Video Module Breakdown

Below we've provided brief summaries of the modules and training video provided and sample email text you can use to distribute these videos to your employees.

The *Stay Safe for the Holidays* and *Staying Safe for the Holidays* videos also come with one tip sheet and one digital signage asset each to help you promote the learning objectives of the videos.

Stay Safe for the Holidays Video Module

This animated video helps your users understand current global cybersecurity threats and how to keep themselves and your organization safe. This course is available in 10 languages, making it perfect for international offices.

By the end of this course, your users will learn:

- The top five security tips to keep in mind this holiday season
- Specific examples of how cybercriminals accomplish their scams
- Actionable tips for how to protect themselves and your organization

> ***Training Tip:*** *Post the associated digital signage asset and/or tip sheet to your intranet or internal messaging app or use them as your organization's video meetings background to keep these tips top of mind with employees.*

Sample Email Text

Suggested Subject Line: Stay Secure This Holiday Season from Anywhere on the Globe

Today's globally connected society makes it easy for us to do many things online.

Unfortunately, it also makes it easier for criminals to take advantage of us.

That's why we're sharing this brief video with a global twist to help you keep good cybersecurity practices top of mind this holiday season. Check it out to learn:

- The top five security tips to keep in mind this holiday season
- Specific examples of how cybercriminals accomplish their scams
- Actionable tips for how to protect yourself and our organization

Access it via the link below:
https://training.knowbe4.com/modstore/view/c27617f2-191a-429f-9cf1-e186990f844c

Reach out to **[insert contact person]** if you have any questions about this content.

Have a safe and secure holiday season!

***Staying Safe for the Holidays* Training Module**

This multi-part training module lets your users into a secret holiday party for cybercriminals, where they share their favorite holiday scams and ways to steal login credentials, credit card information and more. This course is available in nine languages, making it perfect for international offices.

Each of the four approximately-30-second-long video segments is broken up by short quiz questions to engage your users and get them thinking about what they just watched.

Topics covered include:

- Phony gift card scams

- Fake WiFi networks in shopping centers designed to steal information

- Imposter discount sites offering free coupons

Training Tip: *Consider collecting your employees in a group setting (a lunch and learn or as part of a regular meeting) to walk through this module as a group. Then host a Q&A or discussion sessions to talk about scams your employees have seen in the wild and how they spotted them.*

Sample Email Text

Suggested Subject Line: Sneak Into A Cybercriminal Holiday Party!

We've got a special gift for you this holiday season: Free tickets to be a fly on the wall at a hacker holiday party!

This training course takes you inside the minds of four cybercriminals as they swap tips and tricks for getting the most out of holiday scams. Watch them discuss their own nefarious activities and learn tips you can use to avoid becoming a victim.

Check it out now to learn more about:

- • Phony gift card scams

- • Fake WiFi networks in shopping centers designed to steal information

- • Imposter discount sites offering free coupons

Visit this link to access this course:
https://training.knowbe4.com/modstore/view/52227fec-a510-4964-b25d-c1224eb31907

Reach out to **[insert contact person]** if you have any questions about this content.

Have a safe and secure holiday season!

Holiday Scams to Avoid Training Video

This 10-minute video features two KnowBe4 hacking and cybersecurity experts discussing some of the most common holiday scams and how to avoid them.

Security Awareness Advocates Erich Kron and Javvad Malik talk about their real-world experience with scams just like these and offer actionable tips your employees can use to spot:

- Phony credit card fraud alerts

- Fake charities seeking donations

- Sketchy mobile apps touting too-good-to-be true deals

Sample Email Text

Suggested Subject Line: Do You Know A Holiday Scam When You See One?

Cybercriminals aren't known for taking vacation, especially during the holiday season.

That's why we're sharing this expert-led 10-minute video discussing common holiday scams you're like to see this year. Join two cybersecurity gurus as they walk through examples of holiday tricks just like these, and how to spot them!

- Phony credit card fraud alerts

- Fake charities seeking donations

- Sketchy mobile apps touting too-good-to-be true deals

Check out the video here, and don't be afraid to reach out to **[insert contact person]** if you have any questions!

https://vimeo.com/371420105/9956e86d9a

Scammers know social engineering tactics just like these are the best way to ruin anyone's holidays. Don't let them!

Security Hints & Tips Newsletters

Use our Holiday Shopping and Holiday Travel newsletter assets to remind your users of best practices for these two common holiday activities. These newsletters are available in 10 languages, available on our Knowledge Base here: https://support.knowbe4.com/hc/en-us/articles/4408593351827#TipPDF

Sample Email Text

Suggested Subject Line: Keep These Hints & Tips Top of Mind This Holiday Season!

Shopping and travel: two things that frequently go hand-in-hand with "holiday."

Unfortunately, both these common ways of spending holiday time come with their own risks from cybercriminals looking to take advantage of us when we have our guards down.

That's why we're sharing these hints and tips to help ensure your holiday activities are as secure as they can be. Download them via the links below and keep them on hand all holiday season long!

Holiday Shopping:
https://www.knowbe4.com/hubfs/2022%20Holiday%20Content/Security_Hints%20&Tips_
HolidayShopping_EN-US.pdf

Holiday Travel:
https://www.knowbe4.com/hubfs/2022%20Holiday%20Content/Security_Hints%20&Tips_
HolidayTravel_EN-US.pdf

Don't be afraid to reach out to **[insert contact person]** if you have any questions!

KEEPING CYBERSECURITY TOP-OF-MIND

We hope the resources in this kit help you drive important lessons about cybersecurity and the responsibilities we all share for keeping bad actors at bay this holiday season.

Think of this kit as a complement to a full-fledged training and awareness initiative. If you're interested in how KnowBe4 can help you build a security awareness training program and work toward addressing the ongoing problem of social engineering, contact us!

Additional Resources

Free Phishing Security Test
Find out what percentage of your employees are Phish-prone with your free Phishing Security Test

Free Automated Security Awareness Program
Create a customized Security Awareness Program for your organization

Free Phish Alert Button
Your employees now have a safe way to report phishing attacks with one click

Free Email Exposure Check
Find out which of your users emails are exposed before the bad guys do

Free Domain Spoof Test
Find out if hackers can spoof an email address of your own domain

About KnowBe4

KnowBe4 is the world's largest integrated security awareness training and simulated phishing platform. Realizing that the human element of security was being seriously neglected, KnowBe4 was created to help organizations manage the ongoing problem of social engineering through a comprehensive new-school awareness training approach.

This method integrates baseline testing using real-world mock attacks, engaging interactive training, continuous assessment through simulated phishing and enterprise-strength reporting, to build a more resilient organization with security top of mind.

Tens of thousands of organizations worldwide use KnowBe4's platform across all industries, including highly regulated fields such as finance, healthcare, energy, government and insurance to mobilize their end users as a last line of defense and enable them to make smarter security decisions.

For more information, please visit www.KnowBe4.com

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