KnowBe4

2024 Customer Holiday Resource Kit User Guide

Welcome to Your 2024 Holiday Resource Kit!

Thank you for downloading KnowBe4's 2024 Holiday Resource kit. We've built this kit to help ensure cybercriminals working overtime during the busy holiday season don't catch your employees off guard.

Isn't it typical for bad actors to strike when we're distracted and busy during this time of year? Upticks in online shopping, holiday travel and other time constraints can make it easier for them to sneak phishing emails and other social engineering tactics past your human defenses.

The busiest time of year is also one of the most important times for your employees to stay vigilant against cybersecurity threats.

This resource kit will help ensure cybercriminals' extra effort this season is for nothing! Use these resources to help your users make smarter security decisions every day.

What You Get

The kit web page gives you access to these resources:

For You

- On-Demand Webinar: *A Master Class on IT Security: Roger Grimes Teaches You Phishing Mitigation*
- Whitepaper: *Comprehensive Anti-Phishing Guide*
- Ten new holiday-themed simulated phishing email templates:
  - AirBnb: Create lasting memories this holiday season (Link)
  - Reminder: Update Your Calendar with Holiday PTO Plans (Link) (Spoofs Domain)
  - Holiday travel with company devices policy (Link) (Spoofs Domain)
  - Apple: Holiday Promo: Get Apple Music Free Forever! (Link)
  - American Airlines: Celebrate the Holiday Season with American Airlines! (Link)
  - Stream your live holiday event with EventLive! (Link)
  - Ticketmaster: Holiday Concert Sweepstakes (Link)
  - Amazon: Give the gift of Prime this holiday season! (Link)
  - Walmart: Complimentary Gift Wrapping this Holiday Season! (Link)
  - Join Us for a Festive Card-Making Party! (Link) (Spoofs Domain)

For Your Users

- **New!** *The Gift of Awareness: Holiday Cybersecurity Essentials* training module
- *Holiday Cybersecurity World Passport* Game (available in 12 languages) plus a security document *Holiday Folly* to reinforce the key points of the course*

- Mobile-first Module: *Let's Have Cyber-Safe Holidays!* (available in 10 languages) plus a security document and poster/digital signage to reinforce the key points of the course*
- Security documents and digital signage options, perfect for reminders on key concepts
- Two holiday-themed Security Hints & Tips, available in 10 languages in the KnowBe4 Platform:
  - *KnowBe4 Security Tips: Holiday Shopping*
  - *KnowBe4 Security Tips: Holiday Travel*

To view the kit, bookmark this link for quick reference:

https://info.knowbe4.com/holiday-security-awareness-training-resource-kit-hub-c

*Available in the ModStore for all subscription levels.

Ideas to Get You Started

Recommended Timing

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 modules 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 to make it easy to launch a training campaign.

Assigning Training and Phishing in Your KnowBe4 Console

Using the KnowBe4 console, you can add all of the holiday training modules to one campaign or individual campaigns, depending on your preference to make the training required or optional for your users.

When you log in and go to the ModStore, look for the Holiday Kit Featured Content banner at the top of the page. You'll also see the content bundled together right above "Recommended" training to make it easy to choose available content and add to your campaign.

For more information on setting up campaigns, read this Knowledge Base article:

https://support.knowbe4.com/hc/en-us/articles/204948207-Training-Campaigns-Guide#iv_01H84ZMYTY0NFK6REANVA7KDS2

With the Optional Learning feature, you can allow your users to self-select which courses to take. Find out more about this process in this Knowledge Base article:

https://support.knowbe4.com/hc/en-us/articles/1500002656002-Optional-Learning-Guide

We've provided ten new holiday phishing templates for this season. We recommend setting up a weekly or biweekly "full random" phishing campaign during December using the Holiday category or topic. Check out this support article on How to Use Holiday-Themed Resources:

https://support.knowbe4.com/hc/en-us/articles/4408593351827

You can review all available holiday phishing templates by looking at the Holiday template category or topic, under the Phishing tab of your console.

Introductory Email: Launching a Mini-Campaign About Holiday Cybersecurity

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

Sample Email Text

Suggested Subject Line: This Holiday Season; Stay Safe and Cyber Aware!

Isn't it typical for bad actors to strike when we're distracted and busy during this time of year?

Upticks in online shopping, holiday travel and other time constraints can make it easier for them to sneak phishing emails and other social engineering tactics through.

Fake shipping notifications. Phony charities asking for money. Sketchy mobile apps offering the best deals. Hackers 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 and even an interactive game 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 Module Breakdown

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

The Gift of Awareness: Holiday Cybersecurity Essentials Video Module

This module demonstrates how employees can protect against four common cyber threats: phishing, fake websites, AI-generated deepfakes and smart device risks. It includes a quiz at the end to test user knowledge. The module is framed around a holiday office party and all the possible distractions that entails.

By the end of this module, your users will learn how to:

- Recognize common characteristics and tactics used in phishing emails
- Determine common indicators of shipping fraud activities
- Identify deceptive, deepfake AI-created content
- Mitigate the security risks posed by the use of IoT devices, like smart speakers

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Sample Email Text

Suggested Subject Line: Don't Let Cybercriminals Catch You Off Guard This Holiday Season

It's easy to let your guard down when busy or distracted, especially during the holiday season. Being cautious is the best gift you can give yourself. That's why we're sharing this training module packed with simple tips to stay safe while using technology at work and at home, even when we're all at our busiest.

Check it out to learn:

- How to spot phishing emails trying to trick you
- Signs that a link may not be what it seems
- Ways to tell if a video call is a deepfake
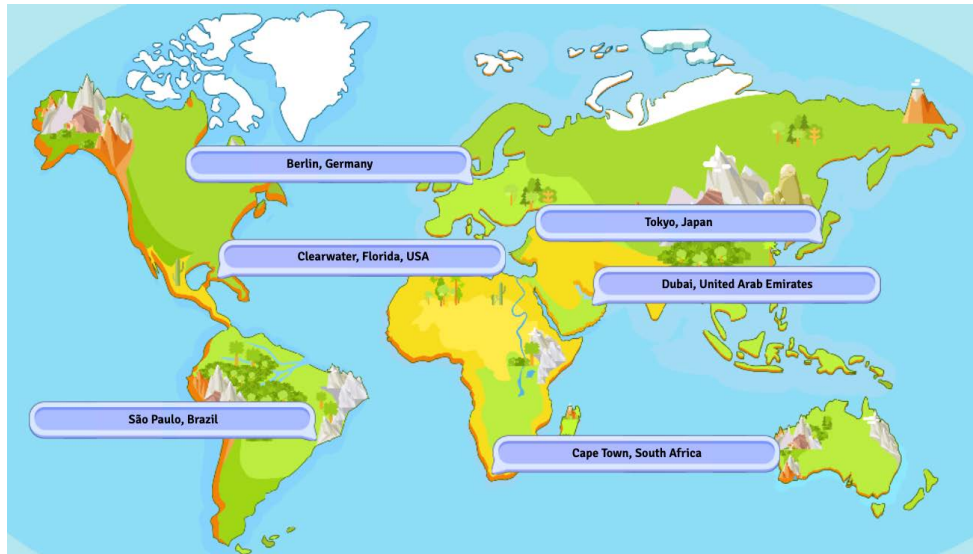- Privacy risks with smart speakers and other smart devices.

Be on the lookout for email instructions from our learning console on how to access this module.

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

Have a safe and secure holiday season!

Holiday Cybersecurity World Passport Game

This educational game takes users to varied locales around the world to teach about some of the most common threats encountered when traveling. Users are presented with real-life scenarios and given stamps on their digital passports as they progress.

By the end of the game, your users will be able to:

- Recognize common cybersecurity threats, especially as they relate to travel
- Determine the safest action to take when facing a cybersecurity threat

Sample Email Text

Suggested Subject Line: Keep Cyber-Secure Around the World!

Cybercriminals know that distractions like traveling, family visits, and buying gifts are abundant, so they try to turn that stress into a payday for themselves!

That's why we're delivering this fun, interactive game to help you brush up on some of the things to look out for this holiday season.

Travel around the world, see some common holiday scams, learn cybercriminals' tricks, and see if you can spot the threats!

Check it out to learn:

- How to identify secure Wi-Fi
- Signs of various forms of social engineering, such as phishing, SMSing (via text message) and vishing (via phone call)
- Why QR codes should be used with caution

Be on the lookout for email instructions from our learning console on how to access this module.

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

Have a safe and secure holiday season!

Let's Have Cyber-Safe Holidays! Mobile-First Module

This short module, designed for use on a mobile device, covers common holiday scams and provides tips for protecting yourself from them this holiday season. Users are also presented with a brief quiz to test their knowledge.

By the end of the module, your users will be able to:

- Identity some of the most common cyber threats that appear during the holidays
- apply relevant knowledge to protect themselves against cybercrime this holiday season

Sample Email Text

Suggested Subject Line: Stay Informed About Holiday Scans on the Go!

During the holiday season, there is a massive influx of people traveling and purchasing/shipping goods.

This time of the year is a magnet for cybersecurity scams as cybercriminals try to take advantage of all the distractions.

But don't let them get you! That's why we've provided this mobile-friendly module all about staying cyber-safe during the holidays.

Check it out to learn:

- Some of the most common cyber threats that appear during the holidays
- Risks that pop up while traveling
- How to stay cyber aware when busy with holiday distractions

Be on the lookout for email instructions from our learning console on how to access this module.

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

Have a safe and secure holiday season!

Security Hints & Tips Newsletters

Use our Holiday Shopping and Holiday Travel PDF newsletters to remind your users of best practices for these two common holiday activities. Both newsletters are available in 10 languages.

You can download these PDFs from our Knowledge Base article:

https://support.knowbe4.com/hc/en-us/articles/4408593351827-Holiday-Themed-Cybersecurity-Kit#h_01HEN27TDZQJMA9GS7R6S55XTB

Keeping Cybersecurity Top-of-Mind for a Strong Security Culture

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.

Use this kit as a complement to your existing training and awareness initiatives. If you're interested in how KnowBe4 can help you continue to build out your security awareness training program further, please contact your Customer Success Manager. They are ready to help!

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 empowers your workforce to make smarter security decisions every day. Tens of thousands of organizations worldwide trust the KnowBe4 platform to strengthen their security culture and reduce human risk. KnowBe4 builds a human layer of defense so organizations can fortify user behavior with new-school security awareness and compliance training.

Deploying KnowBe4 results in users that are alert and care about the damage that phishing, ransomware and other social engineering threats pose. The platform includes a comprehensive suite of awareness and compliance training, real-time user coaching, AI-powered simulated social engineering, and crowdsourced anti-phishing defense.

With content in 35+ languages, KnowBe4 provides the world's largest, always-fresh library of engaging content to strengthen your human firewall.

For more information, please visit www.KnowBe4.com

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