



KnowBe4

2024 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: *How to Gain and Maintain Executive Support for Security Awareness Training*
- Whitepaper: *Building an Effective and Comprehensive Security Awareness Program*

For Your Users

- **New!** *The Gift of Awareness: Holiday Cybersecurity Essentials* training module
- *Holiday Cybersecurity World Passport* Game
- Mobile-first Module: *Let's Have Cyber-Safe Holidays!* (available in 10 languages)
- Free Video Module: *Stay Safe for the Holidays* (available in 10 languages)
- Free Educational Video: *Holiday Scams to Avoid*
- Security documents and digital signage options to go along with the training modules, perfect for reminders on key concepts
- Two newsletter-style assets with tips on secure holiday shopping and travel (available in 10 languages)

Access all these resources in one place here:

<https://www.knowbe4.com/holiday-security-awareness-training-resource-kit-hub>

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.

Introductory Email: Launching a Mini-Campaign About Holiday Cybersecurity

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 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

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: 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.

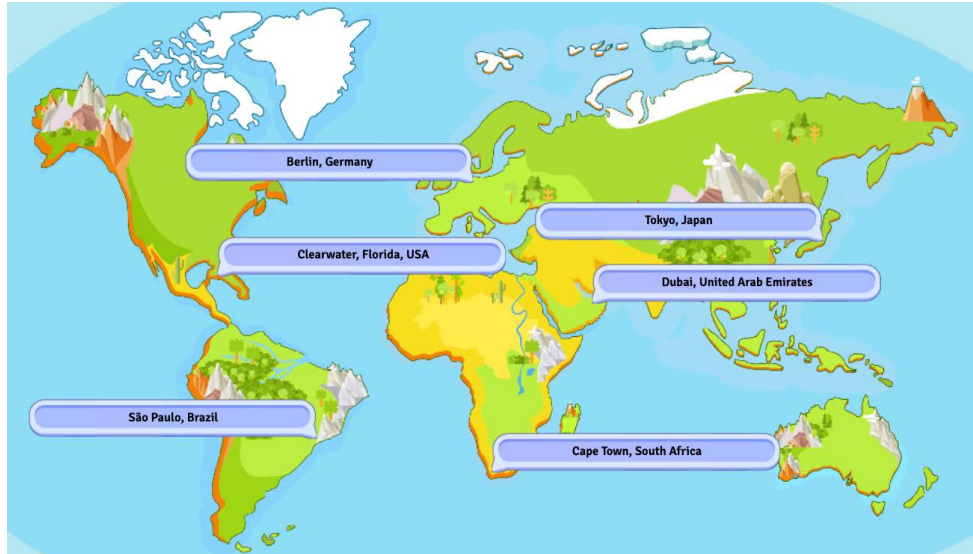
Access it via the link below:

<https://training.knowbe4.com/modstore/view/7d5b4dea-1331-4625-bd1c-3f3e692d6874>

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

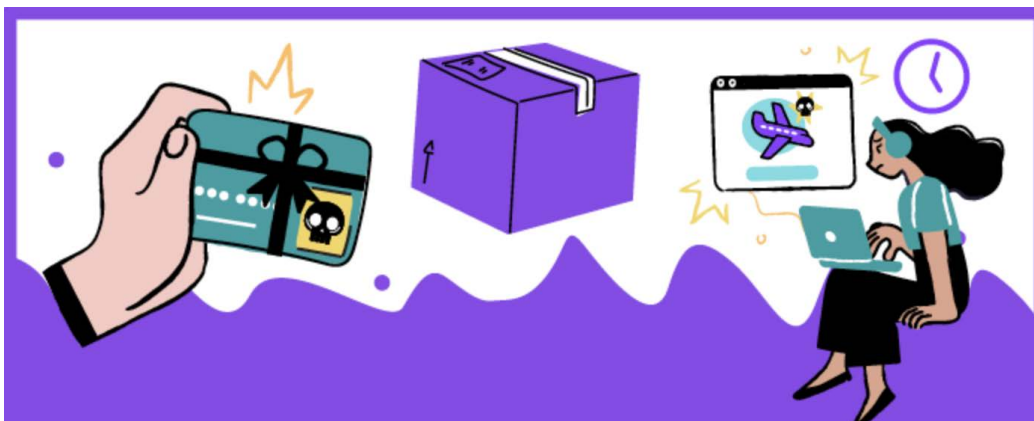
Access it via the link below:

<https://training.knowbe4.com/modstore/view/9cc23e24-7b0c-4335-ba80-33e3ef974f2f>

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:

- Identify 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 Scams 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

Access it via the link below:

<https://training.knowbe4.com/modstore/view/a0f6617f-60bb-44ae-9488-ba39222de192>

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 10-minute video discussing common holiday scams you're likely 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 Newsletter

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](#).

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 of 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/2024-Holiday-Kit-Content/Security_Hints%20&Tips_HolidayShopping_EN-US.pdf

Holiday Travel:

https://www.knowbe4.com/hubfs/2024-Holiday-Kit-Content/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 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.

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 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

KnowBe4

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