

# 2022 Cybersecurity Awareness Month Customer Resource Kit User Guide



# WELCOME TO YOUR 2022 CYBERSECURITY AWARENESS MONTH KIT!

Thank you for requesting KnowBe4's 2022 Cybersecurity Awareness Month kit. We've built this kit to help you drive home the importance of cybersecurity and keeping safe from malicious social engineering attacks for your employees.

We've put together a set of resources you can use throughout the entire month of October to help your users keep up their cybersecurity defenses, no matter if they're still working from home or have begun to slowly transition back to the office.

With **suggested campaign ideas** and an **interactive planner**, our Cybersecurity Awareness Month has what you need to share engaging security awareness training content all month long!

## What You Get

The kit web page gives you access to these resources:

### For You

- On-Demand Webinar: *2022 Phishing By Industry Benchmarking Report*
- Whitepaper: *Building an Effective and Comprehensive Security Awareness Program*
- **Interactive Security Awareness Weekly Planner**, which organizes all the user-facing assets below into weekly planned themes for use throughout October available at this link: <https://www.knowbe4.com/cybersecurity-awareness-weekly-training-planner-c>
- Select support documentation from the KnowBe4 Knowledge Base
- A selection of new simulated phishing landing pages and corresponding **Security Hints and Tips** templates:
  - *Social Engineering Study Guide*
  - *Uncovering and Reviewing Links (URLs)*
  - *Protect Your Personal Information*
  - *Keeping Your Passwords Squeaky Clean*

### For Your Users

Access all courses and content via the ModStore links provided until October 31, 2022. All subscription levels will have access to this content from the resource kit landing page and in your ModStore until the end of October.

- 5 training videos
  - *Understanding URLs (Available in 34 languages)*
  - *When You Report, We Get Stronger (Available in 10 languages)*
  - Three video hacking demonstrations featuring Kevin Mitnick (*Available in 36 languages*)
    - Pretexting and credential harvesting (with Phil Hendrie)
    - Tech support scam/pretexting
    - Two-factor authentication attack

- 4 free interactive training modules
  - *Danger Zone* mini-game (Available in 34 languages)
  - Mobile-friendly *Phishing: Don't Get Reeled In* (Available in 35 languages)
  - *2022 Social Engineering Red Flags* (Available in 35 languages)
  - *Internet Security When You Work From Home* (Available in nine languages)
- 4 security awareness tip sheets
- 4 Security Hints and Tips newsletters
- 4 infographics on avoiding social engineering and cybercrime
- 4 posters and digital signage assets perfect for reminders on key concepts

## What to Do

When it comes to reinforcing messaging and delivering it at a time when it is most relevant to the employee, we can learn a lot from marketers. When companies launch marketing campaigns, they don't just put out one ad a year and hope they get lucky.

In learning terms, this means connecting with the learner with a variety of content delivered at regular intervals. That's why we've packed this kit with enough assets to deploy multiple resources per week throughout October. From posters used as desktop backgrounds to training videos deployed during lunch and learns, make variety the spice of life this Cybersecurity Awareness Month!

While the content in this kit should by no means take the place of whatever security awareness training program you're currently running, these resources are bundled together to make it easy for you to share and set up training campaigns that will reach your employees in the most impactful way possible.

With that said, read on for campaign ideas for sharing these resources and sample email copy to get you started!

## Campaign Ideas to Get You Started

We've taken the guesswork out of putting together a month's worth of security awareness content with our interactive **Security Awareness Planner**. With this tool, available at this link: <https://www.knowbe4.com/cybersecurity-awareness-weekly-training-planner-c>, you can access all content included in our Cybersecurity Awareness Month kit all in one place!

We've aligned each piece of content to a general theme to focus on each of the four weeks in October. Each week we suggest sharing one or more of these content types:

- Video or interactive training module
- Infographic
- Poster
- Awareness Tip Sheet

We've offered some suggested themes per week based on the content presented in the interactive planner (explained in more detail below)

- Week 1: Cyber Secure at Work
- Week 2: Watch Out for That Phish
- Week 3: More Than Just Phishing
- Week 4: Cyber Secure at Home

We've also included four **Security Hints and Tips Newsletters** as email templates accessible in your KnowBe4 platform designed to stand on their own as informational emails or even internal blog posts. These can augment or replace the suggested emails we have for each weekly theme.

Get access to all Security Hints and Tips Newsletters quickly and easily on the Cybersecurity Awareness Month resource kit landing page here: <https://info.knowbe4.com/cybersecurity-awareness-month-resource-kit>

Consider connecting each theme to a "Question of the Week" or "Point to Ponder" to get your employees thinking about the topics and content. One way to proceed would be to feature one of the videos or interactive modules per week via email, while sharing the supporting digital signage and infographics via your internal social media, chat channels (Slack or Microsoft Teams, for example) or intranet; wherever your employees spend the most time.

Remember these suggestions are just that; suggestions! You know your organization and people best, so use these assets however you see fit. The beauty of the variety of resources available in our kit is all the different directions you could go to promote cybersecurity best practices this month.

No matter how you build out your campaign, we suggest an introductory email sent out Oct. 1, or even the last week of September. Here's some sample copy:

***Suggested Subject Line: Welcome to Cybersecurity Awareness Month 2022!***

*Though threats to cybersecurity may regularly make the news, we know how to guard against them. But we can't do it without your help!*

*That's why we're recognizing Cybersecurity Awareness Month this October by sharing tips to stay cyber secure, both at work and at home. To turn away cyber attacks, a little knowledge teamed with critical thinking skills can go a long way!*

*Stay tuned this month for **[Insert planned activities or themes here. Use the ideas in this User Guide for inspiration!]***

*If you have any questions, feel free to reach out to [insert contact person].*

*Thanks, and have a cyber secure October!*

## Getting Started in Your KnowBe4 Console

Using the KnowBe4 console, you can add all these modules to one campaign or individual campaigns depending on your preference to make the training required or optional for your users. For more information on setting up campaigns, read this Knowledge Base article:

(<https://support.knowbe4.com/hc/en-us/articles/204948207-Creating-and-Managing-TrainingCampaigns#CREATING>)

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>)

When you log in and go to the ModStore home page, look for the **Cybersecurity Awareness Month Featured Content** at the top of the page. We also created a special Cybersecurity Awareness Month Topic under the Popular Topics search filter. You'll see all the content bundled together to make it easy to choose available content and add to your campaign.

Below find the contents of each week in detail plus suggested content to feature.

## Week 1 Campaign - Cyber Secure at Work

The first suggested campaign theme is all about keeping secure while at work. A no-brainer perhaps, but with offices all over beginning to reopen after two years into the COVID-19 pandemic, we wanted to provide assets so you could focus on the fundamentals the first week.

Here's a summary of the assets for this week:

### ***Training Video - Understanding URLs***

This roughly two-minute video module breaks down the parts of a URL to show how hackers can manipulate them to their gain and everyone else's loss. Your employees will learn:

- The fundamental parts of the URL structure
- What makes a URL received in an email or other means suspicious

Access Link:

<https://training.knowbe4.com/ui/modstore/detail?u=9e96a153-a5a0-428c-abe1-d24cbe71386d>

### ***Interactive Mini-Game - Classic Danger Zone***

This web-based game is set in an office where a nefarious hacker is trying to get to an unlocked computer. Your employees will be asked to answer security awareness training-related questions correctly, which will move them closer to the workstation. If they answer incorrectly, the hacker will move closer. The goal: Stop the hacker, get to that workstation, and save the organization!



Access Link: <https://training.knowbe4.com/ui/modstore/detail?u=e883204e-cd6b-417b-b371-40014e27ada1>

### 3 Downloadable Assets/Digital Signage

For access links to each asset, refer to the Security Awareness Planner available here: <https://www.knowbe4.com/cybersecurity-awareness-weekly-training-planner-c>

- *Cybercrime Happens Way More Than You Think!* - Infographic that includes noteworthy stats on just how common cyber attacks are.
- *Stop! Look! Think!* - Poster-style reminder to stay alert to cyber risks.
- *Security Doc: Your Role* - Poster-style reminder of your employees' responsibilities in identifying and reporting potential social engineering attacks.

### Sharing the Content

Here's some sample email copy to use when sharing our suggested featured asset for this week: the *Classic Danger Zone Mini-Game*. Alternatively, we suggest using the **Uncovering and Reviewing Links** newsletter this week.

**Suggested Subject Line:** *[Mini-Game] Can You Keep the Hacker from Breaching our Network?*

*RED ALERT!*

*A hacker has made it inside our offices and has spotted an unlocked workstation.*

*Can you use enough cybersecurity knowledge to stop the hacker before they compromise our network?*

*In this browser-based mini-game, answer security awareness training-related questions correctly, and you will move closer to the workstation. Answer incorrectly, and the hacker will move closer. Stop the hacker, get to that workstation, and save the organization. Game on!*

*Be on the lookout for email instructions from our learning console for how to start playing this game!*

*If you have any questions, feel free to reach out to **[insert contact person]**.*

*Thanks, and look for more cybersecurity content all this month!*

### Week 2 Campaign - Watch Out For That Phish

The second week's suggested campaign theme focuses on phishing. Still the most common method for bad actors to compromise networks and organizations, phishing cannot be discussed enough when it comes to security awareness training content.

Here's a summary of the assets for this week:

#### **Training Video - Credential Harvesting Attack featuring Kevin Mitnick and Phil Hendrie**

This roughly four-minute video course features Phil Hendrie (voice actor and radio personality) teaming up with Kevin Mitnick (world-renowned security consultant, public speaker, and author) to portray a social engineering attack using pretexting. Pretexting is a form of social engineering where the attacker lies to obtain restricted information or access. Phil roleplays a phishing attack (phone-based phishing), after which Kevin explains how Phil, as the attacker, used social engineering to trick an unsuspecting user to enter their email login credentials into a fake website.

Your employees will learn:

- How bad actors can trick their victims into giving up sensitive information with little more than a friendly voice and information gleaned from social media
- Red flags to watch out for when requests for login information are involved

Access Link:

<https://training.knowbe4.com/ui/modstore/detail?u=ea0422f8-31db-4ff3-b7af-605a92220680>

### ***Mobile-First Module - Phishing: Don't Get Reeled In***

This interactive module, designed for use on a mobile device, will show your employees some ways that cybercriminals use phishing to try to reel them in and break into your organization's computer networks. Your employees will also learn tips for staying safe that can be used both at work and at home and test their knowledge with a built-in quiz.

Your employees will learn:

- Why cyber criminals use phishing in the first place
- How employees can fall for the bait
- Tips for staying secure



Access Link:

<https://training.knowbe4.com/ui/modstore/detail?u=f6b2ae7d-a1b6-47ae-98e1-0ff0f561d322>

### ***3 Downloadable Assets/Digital Signage***

For access links to each asset, refer to the **Security Awareness Planner** available here:

<https://www.knowbe4.com/cybersecurity-awareness-weekly-training-planner-c>

- *When In Doubt, Check It Out!* - Infographic that reminds employees of the risks of sharing questionable information online
- *Be An Email Superhero* - Poster-style reminder to think before clicking on a suspicious-looking email
- *Social Engineering Red Flags* - Infographic that calls out important characteristics of a phishing email to look out for



## Sharing the Content

Here's some sample email copy to use when sharing our suggested featured asset for this week: the mobile-first module *Phishing: Don't Get Reeled In*. Alternatively, we suggest using the **Social Engineering Study Guide** newsletter this week.

**Suggested Subject Line:** *Don't Let Phishing Reel You In!*

*What's sneaky, pervasive and (cybercriminals hope) read all over?*

*We're talking about phishing emails!*

*Jokes aside, phishing remains a top threat to organizations like ours. All it takes is one of us to click on one phishing email for our whole organization to have a bad time.*

*Don't let the baddies reel you in! For Cybersecurity Awareness Month this year, we're sharing a mobile-friendly training course that explores ways cybercriminals use phishing to try to reel us in and break into our organization's network.*

*Check out this course to learn:*

- *Why cybercriminals use phishing in the first place*
- *How employees can fall for the bait*
- *Tips for staying secure, both at work and at home*

*Be on the lookout for an email notification of your enrollment in this training course and click the link to log in and begin the training.*

*If you have any questions, feel free to reach out to **[insert contact person]**.*

*Thanks, and look for more cybersecurity content all this month!*

## Week 3 Campaign - More Than Just Phishing

The third week's suggested campaign theme focuses on other social engineering methods beyond phishing. Emails are only one tool in the cybercriminal's toolbox, meaning your employees need to be knowledgeable about multiple social engineering tactics and strategies to keep your organization secure.

Here's a summary of the assets for this week:

### **Training Video - Tech Support Scam/Pretexting Featuring Kevin Mitnick**

This roughly five-minute video module features Kevin Mitnick (world renowned security consultant, public speaker and author) and Rachel Tobac (social engineer and the CEO / Co-founder of SocialProof Security) roleplay a social engineering attack using pretexting. Pretexting is a form of social engineering where the attacker lies to obtain restricted information. Rachel demonstrates and explains how an attacker can gain information about your organization's defenses by pretending to be a member of the tech support team and how this can lead to your organization's network being compromised.



Your employees will learn:

- How bad actors can compromise an organization's network by pretending to be a member of the tech support team
- Why the software details of their work computers should be kept private
- Warning signs that someone may be trying to glean information about your organization's network or computers



Access Link:

<https://training.knowbe4.com/ui/modstore/detail?u=c033863b-b521-11e9-84bf-123d7cbdf51c>

### ***Interactive Training Module - 2022 Social Engineering Red Flags***

This course explains how to spot the red flags and signs of danger associated with common social engineering methods.

Your employees will learn:

- How to identify different types of social engineering attacks
- How to identify red flags to be on the lookout for
- What actions to take to protect themselves and your organization

Access Link:

<https://training.knowbe4.com/ui/modstore/detail?u=8cf6b700-4965-42f1-b42e-f108207e37aa>

### ***3 Downloadable Assets/Digital Signage***

For access links to each asset, refer to the Security Awareness Planner available here:

<https://www.knowbe4.com/cybersecurity-awareness-weekly-training-planner-c>

- *Sensitive Identifiable Information: If You Handle It, Protect It!* - Infographic that reminds employees of the many varieties of sensitive data
- *You Can't Go Back* - Poster-style reminder of how risky a single click on a suspicious email can be
- *How to Block Mobile Attacks* - Infographic illustrating how to keep sensitive secure while using a mobile device

## Sharing the Content

Here's some sample email copy to use when sharing the suggested featured asset for this week, the video training module: *Tech Support Scam/Pretexting Featuring Kevin Mitnick*. Here we suggest hosting a **lunch-and-learn session** with the video training module played on a shared space for the entire organization. Some questions to ask after the video to generate healthy discussion include:

- What were the first signs something was not right?
- What should you do in this situation?
- Has anyone here encountered such an attempted scam, either at work or at home?

In addition to the lunch-and-learn, we suggest sharing the ***Protect Your Personal Information*** newsletter this week to reinforce the importance of keeping sensitive information out of the hands of hackers.

**Suggested Subject Line:** *Do You Know Pretexting When You See It?*

*Hackers aren't just about convincing people to click on links and download malware.*

*Sometimes the right set of questions from a seemingly trustworthy source can lead to cybercriminals on our network without a single click.*

*That's why we're featuring a brief video for the third week of Cybersecurity Awareness Month all about pretexting, which often involves bad actors impersonating someone via email or phone to steal information.*

*Join us **[insert time and date of showings here]** for a lunch-and-learn screening of a demonstration showing how hackers can use pretexting to learn how to overcome technical defenses over the phone, followed by some discussion afterward.*

*Stay tuned for more Cybersecurity Awareness Month activities!*

## Week 4 Campaign - Cyber Secure at Home

The fourth and final week's suggested campaign theme is keeping cybersecurity top of mind at home; both when working and in the everyday lives of your employees. This includes a focus on two-factor authentication, reporting phishing emails and sound internet security practices when working from home.

Here's a summary of the assets for this week (including two training modules):

### ***Training Video - Two-Factor Authentication Attack***

In this approximately five-minute video module, Kevin Mitnick demonstrates how having two-factor authentication set up can still leave you vulnerable to a phishing attack if you don't stop, look, and think before taking action on a phishing link.

Your employees will learn:

- How attackers can get around two-factor authentication via an attached or linked-to document, such as a resume
- Red flags of a suspicious email related to a seemingly legitimate two-factor authentication request

Access Link: <https://training.knowbe4.com/ui/modstore/detail?u=c033ab92-b521-11e9-84bf-123d7cbdf51c&back=Search%20Content>

### ***Training Video - When You Report, We Get Stronger***

This short video module emphasizes the importance of reporting suspicious emails using standard company policies. The key message is, "When you report, we get stronger."

Your employees will learn:

- The importance of their role in keeping the whole organization cyber secure
- That trusting their gut and reporting a suspected phishing email is better than doing nothing at all

Access Link:

<https://training.knowbe4.com/ui/modstore/detail?u=04781289-4926-460b-8cd1-2e75ee69aaff>

### ***Interactive Training Module - Internet Security When You Work From Home***

This interactive module helps your employees understand the benefits and challenges of working from home and trains them to stay secure online while doing so.

Your employees will learn:

- Steps to keep their home and devices secure for home work
- Best practices for working from home successfully



Access Link: <https://training.knowbe4.com/ui/modstore/detail?u=2d445877-b4dc-442c-9c0f-997551131b7d&back=Search%20Content>

### **Did You Know?**

To make it even easier for your employees to report phishing emails, we offer a free **Phish Alert Button** that can be installed in your email client. Once installed, users can click a button to report real phishing emails, which are then directly forwarded to your incident response or IT teams.

If you aren't already using the Phish Alert Button, considering introducing it once it's installed and educate your users on why it's important to report suspicious emails using the *When You Report, We Get Stronger* training video.

Find out more about our [Phish Alert Button here!](#)

### 3 Downloadable Assets/Digital Signage

- *Don't Become a Victim!*- Infographic summarizing a variety of social engineering attacks and how to watch out for them
- *Ahh, Secure at Home!* - Poster-style reminder of important actions to keep in mind when working from home
- *Pump Up Your Password Strength* - Poster-style reminder of key things to keep in mind when it comes to password security

### Sharing the Content

Here's some sample email copy to use when sharing the suggested featured asset for this week, the interactive training module: *Internet Security When You Work From Home*. Alternatively, we suggest using the **Keeping Your Passwords Squeaky Clean** newsletter this week.

**Suggested Subject Line:** *Keep Cybersecurity Top of Mind While Working from Home*

*More than two years into a global pandemic that has changed so much about daily life, and you're likely still reading this email from your home office.*

*Working remotely has become a way of life for many over the last two years. Once a luxury, working from home has become all but a necessity and has brought with it many information security risks and challenges.*

*That's why we're taking the last week of Cybersecurity Awareness Month to share a training course offering a refresher on staying secure online while working from home. You'll learn:*

- *Some common technology problems to stay aware of when working from home*
- *Basic necessary steps to secure your home environment for remote work*
- *Essential best practices to implement for success while working remotely*

*Be on the lookout for an email notification of your enrollment in this training course and click the link to log in and begin the training.*

*Thanks for helping us make this a great Cybersecurity Awareness Month!*

## 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.

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!

For more resources, tips, and news for you and your users throughout cybersecurity awareness month be sure to follow and mention @KnowBe4 on social media. Use the hashtag #CyberAware to stay in the loop throughout Cybersecurity Awareness Month!



## 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 attacks 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](http://www.KnowBe4.com)**