



**Don't
expose
your life
online.
Own it.**

Learn how to protect
yourself online.
ownyouronline.govt.nz

certnz

**own
your
online**
cyber smart week

Cyber Smart Week 2023 – Social Media Guide

Social Media handle – Please use both @CERTNZ and @ownyouronline where applicable.

Hashtag - #CSW23

Hashtag - #ownyouronline

This guide of social media posts is for you to share across your channels this Cyber Smart Week (30 October – 5 November 2023). This guide is a suggestion of how you can share the Cyber Smart Week message on your channels – feel free to adapt to suit your organisation's tone and style.

By sharing this content you'll help us to reach more New Zealanders and help them to own their online.

We'd love for you to tag @CERTNZ on Facebook/LinkedIn or @ownyouronline on Facebook/Instagram, and use the hashtag #CSW23 in your posts. We can then see the activity being generated and others can follow to join the Cyber Smart Week conversation.

Please post from Monday 30 October (when Cyber Smart Week starts).

Monday 30th October

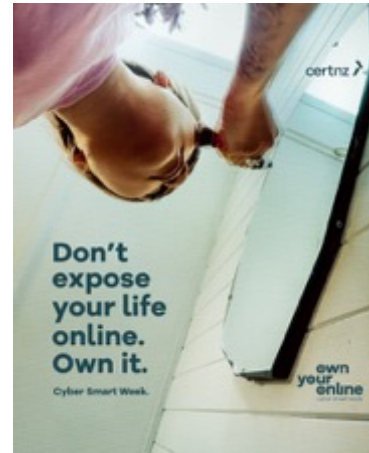
Day 1: Overview/Introduction

In Feed

Whatever you're doing online, you can be exposed to a cyber attack. This Cyber Smart Week, we're supporting @CERTNZ by encouraging New Zealanders to be secure online. Over the next week, we'll share real stories from real people to show the full impact of what can happen when you're not secure online.

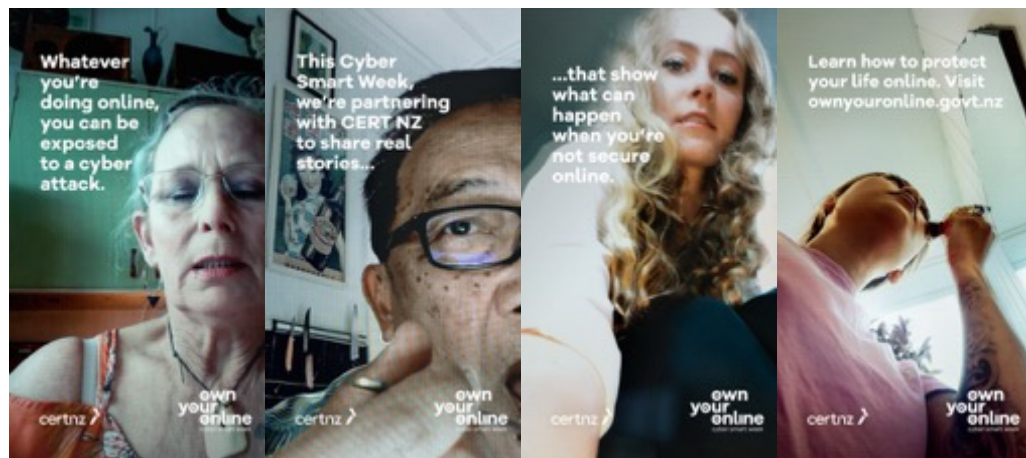
Visit ownyouronline.govt.nz to see all the stories and learn how to protect your life online.

@ownyouronline #ownyouronline #CSW23



Stories

Please tag @ownyouronline



Carousel

Don't expose your life online. Own it.

@ownyouronline #ownyouronline #CSW23



Tuesday 31st October

Day 2: Tiana's Story

In Feed

We're supporting @CERT NZ this Cyber Smart Week by sharing real stories of what can happen when you're not secure online.

Tiana, lost money through a social media scam:

"I got scammed through a fake Facebook account. I was so excited when I was told I'd won \$1000. I signed up and provided my bank details. Then they took \$340 from me. It could have been so much worse. Now I always think before I click on anything and set all my socials to private. I feel way more secure online."

Don't expose your life online. Own it.

@ownyouronline #OwnYourOnline #CSW23



Stories

Please tag @ownyouronline



Carousel

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Wednesday 1st November

Day 3: William's Story

In Feed

We're supporting @CERT NZ this Cyber Smart Week by sharing real stories of what can happen when you're not secure online.

William, fell for an impersonation scam:

"I was on holiday in Malaysia when I received a text from a travel agent friend who said he was being held hostage at his hotel in Manila. They wanted \$800 before they'd release him. The texts kept coming, sounding more and more desperate each time – he was cutting it fine to catch his flight out of the Philippines. So I transferred the money, thinking I was being a good friend. As soon as the money was gone, communication stopped and I realised I'd been scammed. My friend had been safe at home the whole time. I wish I had messaged him separately to check. I felt so betrayed and silly. The urgency of the situation had me flustered. I'm out of pocket, but I'm glad my friend is ok."

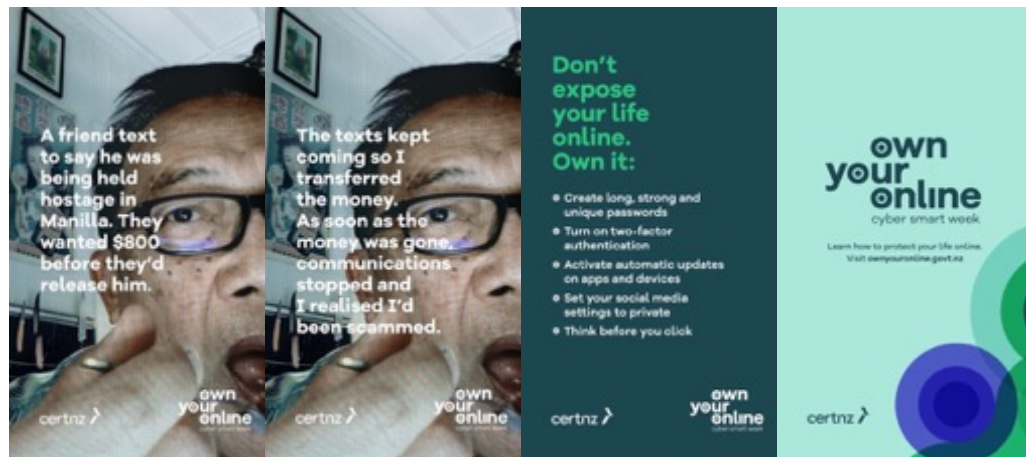
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Stories

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Carousel

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Thursday 2nd November

Day 4: Thea's Story

In Feed

We're supporting @CERT NZ this Cyber Smart Week by sharing real stories of what can happen when you're not secure online.

Thea, involved in an online romance scam:

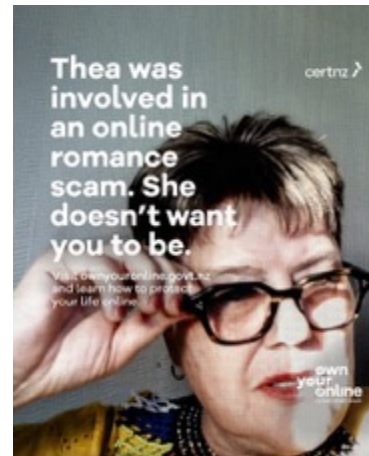
"I was involved in an online romance scam. He was Italian, and we talked constantly online. Having him come into my life was incredible.

He then asked for money. Said he was stuck in Singapore, his bank account was blocked. So I transferred the money. Luckily the bank called me and told me I was scammed. They traced it to a guy in Nigeria who had stolen the identity of the Italian man.

Not only was I heart broken, I was embarrassed. I now set all my social settings to private, as I never want this to happen again."

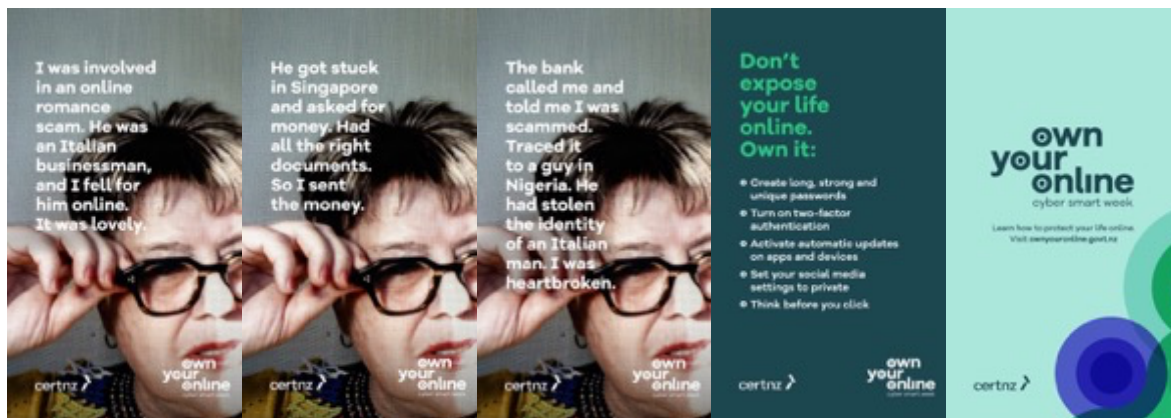
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Stories

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Carousel

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Friday 3rd November

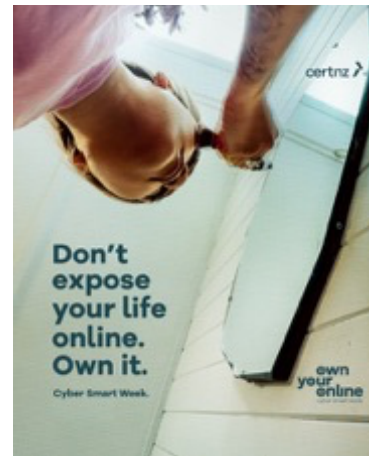
Day 5: Overview

In Feed

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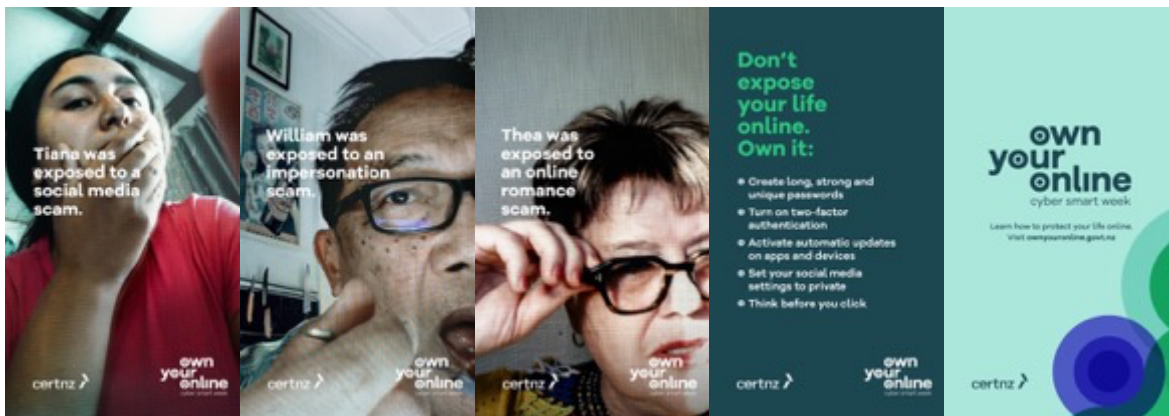
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