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your life online.
Own it.

Learn how to protect yourself online.
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certnz

own
your
online
cyber smart week

Cyber Smart Week 2023 – Read Me

Thanks for joining CERT NZ in taking part in this year's Cyber Smart Week. Your participation is vital in helping us reach millions of New Zealanders and empowering them with tools and resources to protect themselves online.

This Cyber Smart Week we want to raise the importance of being secure online, by showing New Zealanders what's at stake when we don't get cyber security right.

This year's campaign is called *EXPOSED* and features larger-than-life portraits of real people targeted by attackers while going about their lives online. These New Zealanders are sharing their stories to highlight the impacts and encourage others to protect themselves online, saving them from the same trauma.

We'll be promoting these stories and messages online, in social media and outdoor media. If you're in Auckland, you can also visit a free exhibition of the *EXPOSED* images, at the Tuesday Club, 10am – 4pm each day from 31 October – 2 November. These will also be available during Cyber Smart Week at www.ownyouronline.govt.nz/exposed

Cyber Smart Week also marks the official public launch of CERT NZ's new programme called 'Own Your Online'. Aimed at individuals and businesses, Own Your Online is a website that explains common cyber threats and provides practical cyber security advice to help Kiwis create their own defences. All Cyber Smart Week content will direct people to this new platform.

Your Pack

This Pack contains all the material you can use to share the campaign on your channels throughout the week.

Your pack includes the following material you can use during Cyber Smart Week:

- Website pack
- Posters
- Social media pack

This includes recommended copy and images that you can use in social posts, stories and carousels

- Email banners
- Screensavers
- Editorial

This includes messaging you may want to use for emails or newsletters you want to write

Once again, thank you for signing up to support Cyber Smart Week. Your support in raising the importance of being secure online and encouraging customers and staff to protect themselves online makes a big difference.