

Teach Others to Stay Safe Online This October

Volunteer your cybersecurity wisdom

As a security professional, Cybersecurity Awareness Month might not be for you, but it can be an opportunity to educate your community about staying safe online. Reach out to schools, businesses, community centers, libraries, and retirement homes to spread advice and tips to people that need it.

Even if you don't think of yourself as a teacher, you have something to share with your friends, neighbors, and other people in your community. Here are some tips on how to present a basic "Information Security 101" type of talk in your community.

Preparation is key

Think about who you want to talk to and what you want to talk about. Maybe you could talk at a school, library, senior center, or other hub of the community.

Outreach

Kindness and patience are crucial. If you want to give a presentation during Cybersecurity Awareness Month, consider reaching out to leaders in the community. Remember that some clubs and organizations schedule out their calendars months in advance, so try to reach out as early as possible. Try to connect with community leaders and take the temperature on what sort of cybersecurity issues your potential audience confronts most often. A talk at an elementary school will be very different than an address at a retirement home!

Use Our Resources

We want to help! [Staysafeonline.org](https://staysafeonline.org) has a library of resources you can use to help craft your presentation. Feel free to copy/paste to your heart's content, and you can send anyone in your audience our way if they have follow-up questions or concerns.

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It's Show Time

Your talk should be heavy on actionable advice and light on jargon.

Give a Dynamic Presentation

Introduce yourself and explain why you are qualified. Talk about some issues that are relevant to your audience, such as IoT security, password managers, phishing, or cryptojacking. Use examples and images. Be prepared to pivot -- you might find out the audience is more tech-savvy than you realized, or that they have been confronted with specific threats (like romance scams or smishing).

Takeaways

Create a slide deck or supplemental material that people can take home with them. Have your presentation double as a learning guide after you leave.

Empower and Educate

We find that fear, uncertainty, and doubt are poor motivators in getting people to adopt better cybersecurity behaviors. Focus on simple, empowering, and friendly tips and language. Remember, many people are allergic to acronyms. Keep your talk informational and informative without being condescending. Your audience wants to learn.

Follow up (or don't)

Be clear with the audience about whether you will act as a resource or contact following the presentation. If you prefer to end your participation with the presentation, send 'em our way! Let the audience know that StaySafeOnline.org is a great resource – we will answer emails that come to info@staysafeonline.org!

Additional Resources

- [Online Safety Basics](#)
- [Reporting Cybercrime](#)
- [InfoSec Community Outreach Tips](#)