

2023 Cybersecurity Awareness Month Kit: “Web Browsing Road Trip”

A monthlong guide to raising awareness of web-browsing threats



Every October, Cybersecurity Awareness Month helps empower everyone to protect people (including themselves) and defend their data. It's the perfect opportunity to talk to employees and customers about safeguarding their digital activities—and, in turn, your organization.

In the spirit of summer, we're taking a virtual road trip to explore web browsing safety. So let's pack the car and rev the engine now. We're delivering a suggested campaign and content in July, so you can get started early with essential planning.

About our theme

While most online resources offer safe and secure travel, you need to watch out for cyber attackers who might steer you down a dark road. Anyone can host a digital presence—including cyber criminals. Together, we'll teach users how to be smarter about browsing and social connections to help ensure a smooth internet ride.

We created the “Web Browsing Road Trip” theme for this campaign, and you will see it reinforced across the resources highlighted in this document. The campaign is an ideal choice for Cybersecurity Awareness Month, but you can use it at any time of the year.

How to use this kit

To help raise awareness of web browsing threats among your users, we have curated a selection of free learning resources. We developed messaging you can use to quickly and easily run a monthlong security awareness training initiative dedicated to this important topic. We have also outlined a cadence for launching and communicating about your campaign.

We encourage you to thoroughly review our suggested resources, messaging and timeline before finalizing your campaign approach. Modify these elements as needed to reflect your organization's unique culture.

Suggested resources

We have identified these learning resources to share with users as part of this campaign. You will have access to design files and image files for all artwork, which gives you the flexibility to:

- Resize assets to accommodate different print and display sizes
- Add your organization's logo and brand elements
- Edit text and change colors

Animated video modules

Web browsing might feel like a complex topic to your users. For that reason, we suggest starting with the basics and working your way up. Make your campaign entertaining with these short videos that dive into web browsing best practices.

- *Security Basics: Cloud and Internet Security* animated video module. Teach foundational concepts such as malicious sites, messages and social posts.
- *Web Browsing: A Security Road Map* animated video module. Explain that safe online actions are the ultimate safeguard.

Article and infographic

We've selected key pieces of campaign content that provide deeper-dive information about different web browsing threats and how users can defend themselves.

- *Safer Web Browsing in 5 Simple Steps* article. Discuss five pitfalls of behavior to avoid when browsing.
- *The Road Map to Safety* infographic. Show what to know about the internet superhighway (11" x 17").

Images and other assets

We created images that you can add to emails, chat channels, virtual meetings and other communications to reinforce the “Web Browsing Road Trip” theme.

- *Web Browsing* logo. Brand your outreach with this logo file.
- *Web Browsing Road Trip* virtual backgrounds. Add flair to virtual meetings and videoconferences with four themed backgrounds (16:9 aspect ratio).
- “*Road Map to Safety Awareness*” image and “*Buckle Up Before You Browse*” GIF. Share browsing-themed awareness content on digital channels.



One month before launch

Plan your campaign

As you prepare to launch your campaign, make sure you're ready to hit the road:

- **Review our suggested resources and communications** to determine what you will use during your campaign.
- **Make adjustments to art files** as desired.
- **Identify your delivery methods** for content and communications (for example, email, internal chat channels, a shared portal or an internal wiki).
- **Share your plan** with key stakeholders and decision-makers—and course-correct, as needed. Use one of our “Web Browsing Road Trip” virtual backgrounds if your discussion happens via videoconference.
- **Work to get buy-in** that's top-down and cross-functional to amplify the voice of your campaign.
- **Identify your launch date**, end date and key milestone dates in between.

Create a central content repository

We suggest using a central repository—such as an internal wiki—for all the user-facing learning resources in the campaign. That way, you can avoid sending all your content via email or chat channels. It will also give employees a single place to manage most of their assigned activities.

Add the “Road Map to Safety Awareness” image and “Buckle Up Before You Browse” GIF to get your content started. We recommend adding the other content with each week's release.

Create an internal chat channel

If you haven't already done so, create an internal chat channel specifically for cybersecurity awareness. It will provide a quick, easy way to send reminders about program activities and milestone dates.

WEEK
1

Security Basics: Cloud and Internet

Launch your program

- Host a kickoff session and use a virtual background to start the theme.
- Tell attendees to expect weekly emails with links to the “Web Browsing Road Trip” material.
- In your content repository, add the “Security Basics: Cloud and Internet Security” animated video.
- Send a communication via email or an internal chat channel using the text shown at right (modify as needed).

Subject Line: Let’s hit the road!

Our first awareness tool is the “Security Basics: Cloud and Internet Security” animated module. Technical safeguards can’t always save us, so it’s important to acknowledge our role in using online resources safely.

Access the video at the following link at your earliest convenience. You’ll need to watch it to get the most out of the rest of the materials we’ll share this week! [\\${url}](#)

WEEK
2

Safer Browsing in 5 Simple Steps

Encourage participation

- Early in Week 2, add the “Safer Web Browsing in 5 Simple Steps” article.
- Send a reminder via email or internal chat channels using the text shown at right (modify as needed).

Subject Line: Have you made it to your first destination?

By now, you should have watched the “Security Basics: Cloud and Internet Security” awareness video we shared last week. (If you haven’t, please do that today!)

WEEK
3

Web Browsing: A Security Road Map

Applaud participation

- Early in Week 3, add the “Web Browsing: A Security Road Map” animated video module.
- Send a reminder communication via email or internal chat channels using the text shown at right (modifying as needed).

Bonus content

- Also in Week 3, consider adding our bonus “60 Seconds to Better Security: AI Chatbot Threats” animated video module. You could include this in your weekly email or send it as a separate communication.

Subject Line: We’re halfway there!

Congrats to all those who have been cruising along and taking advantage of the “Web Browsing Road Trip” materials.

We’ve added a new resource to [<our internal wiki \[insert link\]>](#): the “Web Browsing: A Security Road Map” animated video module. This training will help you recall best practices for safer web browsing and recognize how your actions can influence online safety.

WEEK
4

The Road Map to Safety

Send a wrap-up invite

- Early in this final week, add “The Road Map to Safety” infographic.
- Send a reminder to employees to complete all activities, along with an invitation to join a virtual wrap-up meeting.

Subject Line: Arrived at Destination!

We hope you’ve been taking advantage of the Web Browsing Road Trip resources we’ve been sharing with you over the past few weeks. To conclude, we’ve added “The Road Map to Safety” infographic to [<our internal wiki \[insert link\]>](#).

I’d also like to invite you to a virtual wrap-up meeting, where we’ll discuss some success stories related to this campaign, honor our participants and solicit your comments and feedback. [<insert meeting details>](#)

If you have any questions or have any feedback, please reach out to me at [\\${ownerEmailAddress}](#).

Close of Your Campaign

Host a wrap-up meeting

It's time to wrap up the "Web Browsing Road Trip" campaign! Use one of the virtual meeting backgrounds during the wrap-up meeting. If possible, open the discussion to important points such as the following:

- What participants liked—and didn't like—about the campaign
- New things that people learned
- Topics that people would like to learn more about

Want Even More Impact?

Become a Proofpoint customer

This Cybersecurity Awareness Month Kit is part of a larger "Web Browsing Road Trip" campaign that is available exclusively to Proofpoint customers. The full campaign builds on the content in this document, giving you a packed month of communication tools and awareness content that encourage active participation.

Proofpoint customers have access to extensive essential resources such as:

- **Campaign guide** that expands this document plan with additional content and information
- **More modules** that dive deeper into web browsing best practices
- **Postcard** to alert users to the upcoming campaign and encourage participation
- **Activity tracker** to help users record their completed activities
- **Badges** to send to users as they finish their weekly activities
- **Incentive items** like printable stickers to reward participation
- **Shareable content** like posters, animated screen savers, awareness images and a newsletter to share tips and reminders throughout the campaign

[Contact us for a free demo.](#)

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