



EUROPEAN UNION AGENCY  
FOR CYBERSECURITY



EUROPEAN  
CYBER  
SECURITY  
MONTH

# ECSM DEPLOYMENT REPORT

Deployment Report

JANUARY 2020

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The European Union Agency for Cybersecurity, ENISA, is the Union's agency dedicated to achieving a high common level of cybersecurity across Europe. Established in 2004 and strengthened by the EU Cybersecurity Act, the European Union Agency for Cybersecurity contributes to EU cyber policy, enhances the trustworthiness of ICT products, services and processes with cybersecurity certification schemes, cooperates with Member States and EU bodies, and helps Europe prepare for the cyber challenges of tomorrow. Through knowledge sharing, capacity building and awareness raising, the Agency works together with its key stakeholders to strengthen trust in the connected economy, to boost resilience of the Union's infrastructure, and, ultimately, to keep Europe's society and citizens digitally secure. More information about ENISA and its work can be found at [www.enisa.europa.eu](http://www.enisa.europa.eu).

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# EXECUTIVE SUMMARY

The EU Cybersecurity Act came into force on 27<sup>th</sup> June 2019 with an emphasis on making cybersecurity a priority in awareness campaigns. ENISA is expected to contribute to raising public awareness of cybersecurity risks through an EU-wide awareness-raising campaign aimed at citizens, organisations and businesses, which promotes education and provides guidance on good practices for individual users.

In anticipation of the regulation, ENISA set forth an ambitious action plan for the 2019 campaign. Early on during the planning phase of the campaign it was decided that emphasis will be placed on utilization of social media for reaching the campaign's target audience. This action plan called for additional value to be garnered from the annual planning workshop, the procurement of a digital media company to produce promoting content and design of messages, and finally new tactile measures such as a live social media session and the gamification of content.

Just as in previous years the concept for the European Cybersecurity Month is to address disparity of cybersecurity practices across Member States in two stages. The first stage is to support the Member States so that the awareness and behaviour of citizens in each Member State is raised to a mature level. This becomes the reference baseline across the whole of Europe and thereby the European Cybersecurity Month aligns the risk levels across Europe. The second stage is to further lower this risk by raising the maturity of citizen's behaviour in unison; at the European level. ENISA and the European Commission can achieve the objectives of the European Cybersecurity Month by driving the pan-European campaign so as to ensure all Member States are actively committed to the European Cybersecurity Month and that industry is also involved at all levels of the campaign both at the local and European level.

## Highlights of 2019 campaign results:

- Number of activities decrease 7% from 567 to 525
- Number of mentions increased by 16.5% from 1655 to 1928
- Number of twitter followers increased by 28% from 16500 to 20000
- Videos views (YouTube) increased 100% from 1500 to 3000

This report provides an overview of the activities organised and presents a synthesis of findings based on evaluation and performance information gathered via two questionnaires and media monitoring data. The report is structured into three main parts: an introduction, the planning phase, the execution phase and an evaluation phase of the campaign.

The introduction provides readers with the policy context, scope and target audience of the campaign. The planning phase describes the key design elements for the activities that will take place during ECSM and that can facilitate the work of the MS coordinators. This includes how events were organised and coordinated with MS coordinators, as well as decisions on the marketing materials and channels used. The execution phase of the report highlights the milestones achieved and insights into the execution of the campaign. The final section of the report deals with the evaluation of the campaign, comparing this year's results with the previous years. It should be noted that the evaluation metrics and results provided some insights into the evolution of the campaign at the MS level year on year, but comparable results will only be comprehensive and robust once all Member States are providing evaluation metrics year on year.

The report concludes with recommendations such as the establishment of a governance structure to support in the decision making of the outreach programme and a recommendation to maintain engagement with the public throughout the year and not just in October.

The report is intended to provide a basis for discussion among the Member States, the European Commission and ENISA on how the ECSM can best be organised in the years to come. All Member States will need to face up to similar challenges, namely, how to engage citizens and organisations so as to affect their information security behaviour.

# 1. INTRODUCTION

Awareness raising is an indispensable component of improving cybersecurity within the European Union. But the scope of this challenge is huge. With some 95% of incidents said to be enabled by "some type of human error – intentional or not"<sup>1</sup>, there is a strong human factor at play making cybersecurity everyone's responsibility. This means personal, corporate and public administration behaviour must change to ensure everybody understands the threat and is equipped with the tools and skills necessary to quickly detect and actively protect themselves against attacks. People need to develop cyber hygiene habits, and businesses and organisations must adopt appropriate risk-based cybersecurity programmes and update them regularly to reflect the evolving risk landscape.

The European Cybersecurity Month (ECSM) under the coordination of ENISA is one of the mechanisms by which cyber hygiene and awareness is promoted to citizens and businesses of Europe. ECSM runs for the entire month of October, with ENISA publishing new material and focusing on different topics throughout the month. Along with ENISA, various stakeholders, including the private sector, academia, the European Commission (EC) and other EU bodies join together in a common vision by organising activities with a special focus on training, conferences, online quizzes and by providing general presentations to end users toward the establishment of an EU cyber-security culture.

This report summarises the activities carried out by ENISA and the participating MS for the 2019 campaign and presents the evaluation and conclusions of the campaign. More importantly, it seeks to trigger a discussion among MS coordinators with respect to improvements that can be made in the future.

## 1.1 SCOPE AND OBJECTIVES

The scope of this report includes all the activities within the European Cybersecurity Month (ECSM) campaign and their impact in 2019.

The main objectives of the campaigns within ECSM 2019 were as follows:

- to generate general awareness about Network and Information Security;
- to educate and enhance awareness of information security and privacy;
- to promote safer use of the internet for all users and the practice of basic cyber hygiene;
- to build a strong track record to raise awareness through the ECSM;
- to involve relevant stakeholders and increase the participation of EU Member States;
- to increase national media interest through the European and international dimension of the project;
- to enhance attention and interest with regard to information security through political and media coordination;
- To increase cybersecurity awareness and expertise in Internet of Things contexts and emerging technologies;
- To generate cybersecurity awareness in the use of wearable devices.

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<sup>1</sup> IBM Security Services 2014 Cyber Security Intelligence Index

## 1.2 EVALUATION METHODOLOGY

In 2017, ENISA developed an evaluation strategy to guide the Agency and MS with the gathering of data and information for the evaluation of the campaign. The same evaluation strategy was employed in 2018 and 2019. The Member State coordinators were urged to consider and define the evaluation metrics during the planning stage of the campaign so that the right data and information would be collected during the execution stage.

The evaluation strategy includes both quantitative and qualitative approaches from the following sources:

- collection of quantitative data from the MS campaign coordinators,
- feedback from the MS campaign coordinators via the end of year Q&A questionnaire,
- the use of media monitoring services to gather analytical data.

An evaluation data collection form was developed by ENISA in collaboration with the Member State coordinators for the purpose of information gathering. The evaluation form aims to collect participant feedback, extract pertinent information, and identify the potential impact overall on the activities involved in the MS campaigns. The evaluation form was distributed to the Member State Coordinators in the form of an online survey, using the respective European Union platform EU Survey (<https://ec.europa.eu/eusurvey/>), and ENISA requested the Coordinators complete it depending on their national campaign strategy and execution. The data collection form is accompanied by guidelines that highlight recommended metrics for each type of activity.

The evaluation strategy also included a questionnaire, where the aim was to extract information on the implementation of the campaign based on MS campaign coordinators feedback with respect to ENISA's supportive role. Some of the elements assessed involve the level of support and its usefulness to MS, the impact of promotion material that was used, marketing strategies followed, and the role of ECSM in improving the outreach of MS campaigns.

## 1.3 TARGET AUDIENCE OF THIS REPORT

This report is intended for organisations, either public or private, which supported the ECSM or intend to do so in the future. The report is also of interest to IT security professionals and other target groups who attended events and conferences organised across Europe. Further, the report targets EU national policy makers who aim to improve the security awareness of citizens, professionals, and more generally, IT end-users.

## 2. PLANNING PHASE

### 2.1 THE ROLE OF ENISA IN ECSM 2019

#### 2.1.1 Vision statement

ENISA supports the Member States with the design and implementation of their awareness raising campaigns; and to promote collaboration among EU Member States, international organisations and industry.

#### 2.1.2 Mission statement

ENISA's mission for ECSM is to collaborate with the EU Member States and international organisations by finding innovative and fun ways to raise EU citizen awareness of cybersecurity, whether by organising events, conferences, online quizzes, transferring of best practices or through the use social media to educate and inform the public. Our mission is to enhance the delivery and to synchronise ECSM among the EU Member States and industry that will share a pan-European vision and values for cybersecurity.

#### 2.1.3 The Objectives for ECSM 2019

A consensus on the goals of ENISA for ECSM was reached with the participating MS. The goals recognised by all MS for the Agency are as follows:

- To promote the underlying value that is the foundation of ECSM:

##### “Cybersecurity is a Shared Responsibility”

- To assist the Member States in implementing ECSM activities that satisfy certain criteria: have well-defined objectives, have well-specified target audience(s) per activity, have systematically defined cybersecurity subjects, have systematically chosen delivery channels and techniques and have well-defined effectiveness metrics
- To support the Member States in defining common areas of concern for cybersecurity that are shared and will be commonly promoted to EU citizens

ENISA supported the organisation of the European Cybersecurity Month campaign in various ways, such as:

- coordinator of the organisation of ECSM;
- hub for all participating MS;
- collector of available material and generator of synergies between MS;
- subject-matter expert on how to organise information security campaigns;
- subject-matter expert on how to design the content and evaluation strategy for information security campaigns;
- facilitator of common messaging within the participating MS by providing tips and advice on how to be safe and secure online;
- creator of the ECSM brand and related marketing plan;
- distributor of promotional material.

The Agency coordinated the organisation of the ECSM campaign by acting as a “hub” for all participating MS and by providing suggestions, replying to enquiries and generating synergies

between MS where possible. The Agency assisted the participating MS in defining evaluation methods and metrics during the planning phase in order to ensure the alignment of campaign targets and evaluation approaches.

## 2.2 COORDINATION

### 2.2.1 Conference calls

ENISA maintained regular communication with the MS in order to enhance collaboration and cooperation amongst the MS. The Agency scheduled monthly conference calls for the MS to share their plans, receive and provide feedback, and to support in the common promotion of the pan-European campaign strategy.

The Agency prepared and distributed the meeting agenda before each conference call. Meeting minutes were drawn-up by ENISA after every call and included a list of action points. The participation rate was high, with an average of 12 to 15 participants per meeting.

### 2.2.2 Meeting

A physical meeting was organized by ENISA and held in Athens in March 2019. The meeting gave MS the opportunity to discuss concerns and opportunities for improvements and finalise key areas of the campaign such as the themes of the month, the collaboration infrastructure, and the organisation and decide on activities for the month.

### 2.2.3 Themes of the Month

ENISA organised a workshop in March 2019 in Athens and invited the Member State coordinators to participate. The MS coordinators discussed and agreed upon the benefits of designing the MS campaigns around commonly agreed security and privacy themes.

One of the main agenda points of the meeting was the discussion of how to organise the themes of the month. A number of scenarios were presented to participants to select from.

Scenario 1: Four (4) themes, one per week

- Covers a lot in information security
- More difficult to communicate among Member States and media as of using fewer themes
- More difficult to measure the impact on the campaign
- Behaviours estimation can be confusing

Scenario 2: Two (2) themes over the month

- An intermediate case bringing the benefits of having fewer themes than four, hence, adding an extra layer of simplicity to the campaign's measurement and also covering an extended field in cybersecurity in comparison to having only one theme.

Scenario 3: One (1) theme over the month

- Easier to measure its effects to the campaign
- Can be evaluated more efficiently
- MS can align with smaller effort than when having multiple themes
- Can go into more detail of the theme

The final outcome of the meeting resulted in scenario 2 being selected for the 2019 campaign.

With regards to the themes, after discussions about threats (including the ENISA threat landscape) and their corresponding mitigating actions, the themes were consolidated into broad, all-encompassing topics.

The group opted for the following themes for the month:

- A. Cyber Hygiene - week 1 & week 2
- B. Emerging Technology - week 3 & week 4

After the selection of the themes, a task force was organised for each theme in order to produce the content and validate the design of the digital media companies' material.

### Cyber Hygiene Video<sup>2</sup>

Based on the knowledge we have about the habits and attitudes of our general audience the cyber hygiene video was designed to: highlight the risks, demystify the remedies and suggest that the preventative actions required aren't as onerous or confusing as people might think.

In the video, after an attention-grabbing reference to the risks of non-action, the device of comparing the two routines (real life health/online health) is designed to give viewers a sense that the actions required to stay safe can be easily incorporated into a regular routine, like the other various activities of their lives. Finally, the message of shared personal and collective responsibility was underlined.

### Infographic

For the infographic (and smaller digestible outputs) it was aimed at consumers and tech developers and thus concentrating on the various elements that can help consumers check on the devices before they purchase in order to make an informed decision on the related risks such devices entail. This kind of direct, practical advice is something that was flagged as important in the briefs created by the taskforce and it's something that will resonate with audiences and lead to strong traction and real results. Communicating strong, simple, useful advice is something online audiences always respond very positively to.

## 2.2.4 Digital material and social media development

For 2019, ENISA invested in developing digital material for online dissemination of the ECSM in order to increase brand awareness of ECSM, target audience and channel engagement, and engagement to relevant Member States platforms and social media channels. Within this activity ENISA collaborated with an external contractor who committed to the following tasks:

- Assist in building target audience personas. This activity involved the execution of quantitative and qualitative research to get a rounded picture of target audience persona.
- Evaluation of digital strategy. Identification of goals, measurements metrics and the digital marketing tools needed to track success. This task included the identification of measurables to measure the effectiveness of the digital strategy.
- Evaluation of existing digital channels and assets. This activity involved the evaluation of existing digital marketing channels and assets, such as owned media and earned media. Owned Media refer to the digital assets of European Cybersecurity Month (e.g., [www.cybersecuritymonth.eu](http://www.cybersecuritymonth.eu) website, NIS quiz). Earned Media refers to exposure earned through word-of-mouth (e.g., content distributed on other websites).
- Auditing of existing content owned and earned media campaigns. In this task the external partner reviewed existing content and made recommendations to optimise and convert website visitors into increased engagement while helping to raise brand profile online.
- Development of new content for owned and earned media campaigns. Based on the analysis of the review, this activity includes the planning for developing new content for

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<sup>2</sup> <https://www.youtube.com/watch?v=7FK-GebnLkw>

the owned and earned media campaigns. This included the development of videos, infographic, social media posts, and others.

- Execution of digital marketing strategy, including a clear profile of campaign target audience persona, goals, inventory existing owned and earned media, audit of existing owned and earned media, owned content creation plan and wish list, inventory of newly created content.

### 2.2.5 Gamification of content

In order to drive engagement during the campaign ENISA designed four social media quizzes to be posted each Friday of the week. The quizzes were designed to be comical, in order to present the lighter side of cybersecurity.

The quiz questions were:

1. what happens if you don't update your apps?
2. what is social engineering?
3. what is two-factor authentication?
4. what is the world's most popular password?

### 2.2.6 Virtual Event on Twitter for ECSM Launch

ENISA designed the implementation of a virtual event on Twitter for launching the ECSM 2019. This event was as "Ask Me Anything" session and run on Twitter for the kick-off of ECSM 2019. During the planned live virtual events, questions are posed by the general public on a predetermined subject and on a specified date/time. The purpose of these virtual events is to engage with the public and raise awareness and outreach about cybersecurity.

### 2.2.7 Press Releases

ENISA, with the input of the European Commission, drafted a press release for the official launch of the campaign (Annex A). The press release included an overview of the campaign and quotes from senior officials. The press release was translated into all the official languages of the EU and distributed to the Member State coordinators to support their formal press release announcements

## 2.3 ECSM TARGET AUDIENCE PERSONAS

During the planning phase ENISA identified the necessity for the execution of research to specify the ECSM target audience groups. The results of this research indicate that the main categories of ECSM's target audience include general users (i.e., citizens, consumers, educators, adults, home users, Internet users over 25 years), young people (i.e., kids, young children, teenagers, schools) and business users (i.e., SMEs, IT professionals, government institutions, public administration).

### 2.3.1 General Users

General users primarily refer to consumers who are mostly 25 to 54 years old, are EU citizens who use the Internet and especially online shopping services (mainly in the category of clothes and sports), they make online purchases from their country or other EU countries. Few of them have reported online fraud problems (2.5%), and a significant percentage (25%) reported that their biggest barrier to making online purchases is payment security or privacy concerns. Therefore, a typical example of the General User persona could be a female Internet user of 35 years old who lives in a city, browses the Internet using her mobile device, buys clothes online, and uses Instagram.

### 2.3.2 Young People

Young people primary refer to secondary school pupils who are mainly motivated by social media networking and gaming. This target audience category uses platforms such as Snapchat,

and private messaging services such as Kik. Significant worries are expressed by secondary school teachers regarding pupil privacy, including concerns about the sharing of intimate images, cyber bullying, and fake news. A typical example of this target audience category would be a sixteen-year-old female pupil who lives with her parents in an urban area, browses on the Internet using her mobile device, is active on Snapchat, Instagram Stories and private messaging apps, and feels under pressure to share 'selfies'.

### 2.3.3 Business Users

The third category of target audience refers to SMEs in the EU that are mainly independent (i.e., many are run by self-employed individuals). The main involved industries are accommodation and food services, retail, business services, and construction. Business users are profit-driven; they are looking for efficiencies and cost reduction as well as opportunities to grow. They are commonly characterised by limited time. A typical example of this target audience persona is a forty-five-year-old male who works in the technology sector, browses the Internet using his laptop and mobile device, is active on Twitter and LinkedIn, and is interested in ways to save money and be more productive with time.

## 2.4 EVALUATION STRATEGY

### 2.4.1 Evaluation Objectives

The Agency aimed to ensure that all Member State coordinators would capture information during the execution of the awareness campaigns to enable the overall evaluation of ECSM and its impact. The objective of the evaluation was to assess the effectiveness and attractiveness of the awareness activities as well as their potential outreach and impact. The Agency urged the Member State Coordinators to determine the evaluation metrics they would be using at the planning stage to ensure that they collected the necessary data during the execution stage.

### 2.4.2 Evaluation Metrics

The Agency developed an evaluation strategy and a set of evaluation metrics for the Member State Coordinators to use. The evaluation metrics were incorporated into a template evaluation form for each coordinator to complete upon finalisation of the execution stage. The evaluation metrics were segregated per activity type, given that different information is relevant depending on the type of awareness campaign.

## 2.5 MARKETING MATERIAL

Both the Agency and the Member States were committed to raising awareness. A series of marketing channels and material were used to achieve this purpose, as presented below.

### 2.5.1 Visual identity

The Agency created some years ago a visual identity for European Cybersecurity Month including a logo<sup>3</sup>, a colour chart, typography rules, guidelines on use of imagery, design templates and a manual of formal guidelines on the proper use of these elements.

### 2.5.2 Slogan

The slogan "Cybersecurity is a shared responsibility!" remained unchanged in 2019.

### 2.5.3 Press release

The Agency coordinated this year's Press Release with the European Commission (Annex A), to ensure maximum outreach and to stimulate attention to the featured activities and events.

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<sup>3</sup> <https://cybersecuritymonth.eu/press-campaign-toolbox/visual-identity>

The Press Release was translated into all official languages of the European Union and was released on the 28th of September. The services of a media company were procured to further disseminate the press release to national and regional journalists and press across Europe.

### 2.5.4 Social media - banners

The Web and Social Media banners remained the same as in the previous years.

The banner was available in four formats to match different needs (i.e., 815x315, 1500x500, 1200x717, 1200x630).

Figure 1: ECSM 2019 social media banner



### 2.5.5 Videos

One main video and a teaser were developed by the social media and marketing strategy contractor with the support of the Cyber Hygiene taskforce and were promoted by ENISA. The video can be seen in the URL: [https://youtu.be/mMEiPDuyWgQ?list=PLItuXt\\_0Q-C\\_k1cK9ffAtBuEHt\\_gqiB3g](https://youtu.be/mMEiPDuyWgQ?list=PLItuXt_0Q-C_k1cK9ffAtBuEHt_gqiB3g)

The text of the video was translated into the MS coordinator languages (e.g., Hungarian, Spanish, Slavic).

### 2.5.6 Infographics

One main infographic was developed by the social media and marketing strategy contractor with the support of the Cyber Hygiene taskforce. The text the infographic was translated into the MS coordinator languages (e.g., Hungarian, Spanish, Slavic).

### 2.5.7 Stickers

A short kick-off video was produced with the support of a number of MS. The video included a general introduction to the campaign, core messages, and a call to action.

### 2.5.8 Website

The material on the ECSM website<sup>4</sup> was re-organised, including the tabs on the home page to enhance the accessibility of the website, especially for the MS who accessed the website specifically for extracting material designed for the campaign.

### 2.5.9 Survey

An online survey was created to get feedback from users during October in order to facilitate the design of the website for the following years.

### 2.5.10 Translation of Material

The campaign was supported this year by the EC in which the text on the infographic and in the video was translated into all EU languages.

### 2.5.11 Paid ad campaign

ENISA contracted a company to pay for social media ads in order to get the content in front of the audience.

<sup>4</sup> <https://cybersecuritymonth.eu/>

### 2.5.12 NIS Quiz

The NIS Quiz was not updated in 2019. It was decided at the ECSM meeting in March that the NIS Quiz would not be enhanced in favour for other activities.

## 2.6 MS CAMPAIGN COORDINATORS

The following table is a list of national campaign coordinators for ECSM 2019:

**Table 1: List of ECSM campaign coordinators for 2019**

Organization	Member State	Organization	Member State
Federal Chancellery of Austria (BKA Austria)	 Austria	Communications Regulatory Authority (RRT)	 Lithuania
Centre for Cyber Security Belgium (CCB)	 Belgium	Ministère de l'Economie	 Luxembourg
State e-Government Agency of Bulgaria (SeGA)	 Bulgaria	National Cyber Security Strategy Steering Committee (NCSS)	 Malta
Národní Centrum Bezpečnějšího Internetu (NCBI)	 Czech Republic	Ministerie van Veiligheid en Justitie (VenJ)	 Netherlands
Digitaliseringsstyrelsen og Erhvervsstyrelsen	 Denmark	Norsk Senter for Informasjonssikring (NorSIS)	 Norway
Estonian Information System Authority (CERT-EE)	 Estonia	Research and Academic Computer Network in Poland (NASK)	 Poland
Finnish Transport and Communications Agency (Traficom)	 Finland	Centro Nacional de Cibersegurança (CNCS)	 Portugal
Agence Nationale de la Sécurité des Systèmes d'Information (ANSSI)	 France	Centrul Național de Răspuns la Incidente de Securitate Cibernetică (CERT-RO)	 Romania
Bundesamt für Sicherheit in der Informationstechnik (BSI)	 Germany	Slovenian National Computer Emergency Response Team (CERT-SI)	 Slovenia
Greek Safer Internet Center (GSIC)	 Greece	The Swedish Civil Contingencies Agency (MSB)	 Sweden
National Cyber Security Center (NCSC)	 Hungary	Swiss Internet Security Alliance (SISA)	 Switzerland
Latvijas Republikas Aizsardzības ministrija (MoD Latvia)	 Latvia		

## 2.7 CONCLUSION AND LESSONS LEARNED

The physical workshop organised by ENISA during the planning phase was integral for effective planning, and especially for deciding with the MS coordinators the themes of the ECSM, the collaboration infrastructure, and the organisation of activities for ECSM. More insights for the execution and outcomes of this activity are provided in section 5.

One key element resulting from the planning phase was the cybersecurity themes that ECSM monthly activities would promote to the target audience. All previous campaign were organized around four themes, one per week. For ECSM 2019, a different strategy was decided pertaining to two themes that would be covered in more depth. Another key decision of the planning stage was the enrolment of a digital media company by ENISA to assist in the design of material and messages from a digital media strategy, including development of material and assessment of social effectiveness. Finally, during the planning phase it was decided to put together a taskforce for message content creation.

## 3. EXECUTION PHASE

The execution phase of the ECSM campaign as with every year takes place during the month October. During this period EU Member States collectively combine their efforts to raise cybersecurity awareness among citizens.

This year's campaign focused on the promotion of two themes, those of "Cyber Hygiene" and "Emerging Technologies", with the former debuting at the beginning of the month along with the release of an accompanying awareness raising video, followed by the campaign of the second theme for the remaining two weeks of the month. The last week of the campaign was dedicated to recapping the most crucial and popular messages from the previous weeks.

Member States efforts, in contrast to the previous year, were coordinated in ECSM 2019 by using a "content calendar". The content calendar was developed jointly by ENISA and the contracted digital media company and was used as a guide for all Member States to collectively unite their promotional efforts for releasing ECSM material on specific targeted dates during October.

In parallel to ECSM, EU Member States organized and executed their national campaigns with their own corresponding awareness material. An overview of nine (9) Member States campaigns and their corresponding activities is provided under Annex B of the current report.

### 3.1 CAMPAIGN LAUNCH

The majority of MS decided the campaign launch should take place on Monday the 30<sup>th</sup> of September rather than the 1<sup>st</sup> of October because many MS were organizing physical events on the 1<sup>st</sup> of October. In anticipation of the launch, a teaser video of the main cyber hygiene video was released the previous week. On Monday the 30<sup>th</sup> of September the press release was released with the Cyber hygiene main video and in the afternoon of the same day ENISA participated in a live Twitter Ask Me Anything session with the general public.

The rest of the month was organised as planned and outlined in the content calendar that was created by the digital media contractor.

### 3.2 CONTENT CALENDAR

The ECSM online campaign was planned and coordinated using a content calendar. The content calendar was distributed to all MS coordinators and was validated in the monthly conference calls before execution. The content calendar included the date of the release of material, a link to the material, and a copy of the text to be used on social media alongside the material when posting. This was to ensure that material was not released before a designated date and to amplify the results by acting in unison.

### 3.3 THEMES OF THE MONTH

The 2019 campaign focuses on different themes addressing the need for behavioural change and identifying opportunities to help users recognise the risks of new technologies.

#### Week 1 and 2 – Theme 1: Cyber hygiene

The first theme encompasses basic 'Cyber Hygiene', which uses the hygiene metaphor to inform about good cybersecurity habits that are part of everyone's daily routine. Having healthy

cyber safety practices can provide users with more confidence using their devices, whether it's a computer, a smart phone, a wearable device or any other gadget that's connected to the internet. The key take-home message conveys that cyber hygiene is a habit you learn from a young age and remains a daily routine for life.

### **Week 3 and 4 – Theme 2: Emerging Tech**

The second theme concentrates on 'Emerging Technology' and recognises the importance of keeping you and your new tech gadgets and devices secure. Technology is developing fast and it is important to question the security and privacy settings for your new purchases. For this theme, citizens will be guided around the topics they should be aware of when it comes to new technology.

#### **3.4 LIVE TWITTER CAMPAIGN ASK ME ANYTHING SESSION**

ENISA executed a virtual event on Twitter for launching the ECSM 2019. The event was titled "Ask Me Anything" and was executed on Twitter, Monday, the 30<sup>th</sup> of September 2019 from 10:00 AM to 11:30 AM CET. Tweets were sent to @ENISA\_EU or @CyberSecMonth with #AskENISA and #CyberSecMonth. Stakeholders could ask their questions by putting "AskENISA" and "#CyberSecMonth" in their tweets.

#### **3.5 DIGITAL MEDIA CAMPAIGN EXECUTION**

The material produced by the digital media company included videos, an infographic and a large number of gifs from the original content. The material was translated by the EC and together was made available to MS via the ECSM website. The MS were tasked with editing the material and replacing the English language text with the translated text of their native language in preparation for the campaign.

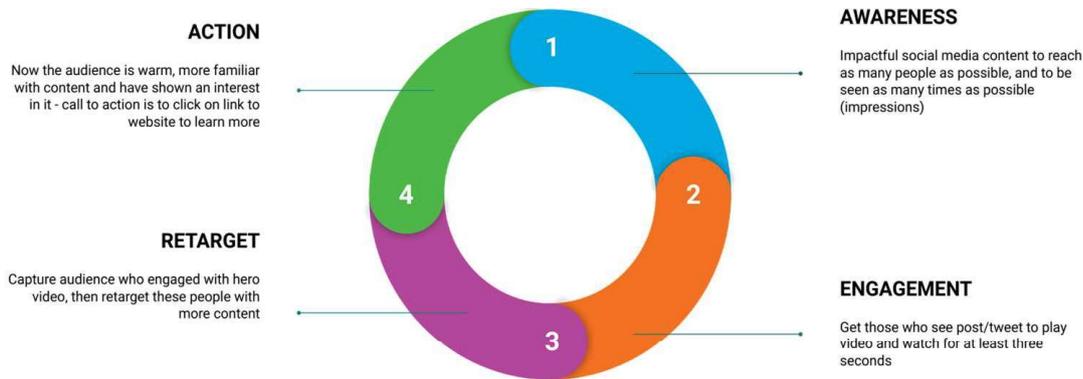
Several problems arose during this process. First, not all MS had in-house graphic designers, secondly, others found that the version of their adobe effects was not compatible with the version that the material was designed with. In order to cater to this unforeseen problem, ENISA contracted a designer to edit the material into the languages of those MS that could not do it themselves.

The digital media company was tasked with posting the material organically, and for paying for posts to reach a wider audience. A small budget was provided for this and it was primarily used to amplify the reach and engagement of core material such as the video and infographic.

#### **3.6 ECSM DIGITAL MARKETING STRATEGY AND SOCIAL MEDIA CAMPAIGN**

The social media campaign was designed with different targets at different times throughout the four weeks of October. The first week aimed at increasing awareness and reaching as many people as possible with maximum visibility. The second week aimed at engaging the people who saw the ECSM posts and tweets in order to play and watch the ECSM video. The third week aimed at capturing the people who watched the video and motivating them to see other digital media content. Finally, the fourth week targeted motivating the audience into clicking on the ECSM website and learning more information.

**Figure 2: Planning of social media activities**



On Facebook the campaign initially targeted shoppers, educators, teenagers, and people related to small businesses, public companies and IT, living in the 28 Member States. Then the campaign went on to retarget those who engaged with the main video and short version of the main video and lookalike audiences of those people.

On Twitter the campaign also targeted shoppers, educators, teenagers, and people related to small businesses, public companies and IT, living in Europe. For the following ads, the campaign retargeted the people who saw the main video and the short version of the main video and lookalike audience of those people.

### 3.7 CONCLUSIONS

The use of two (2) themes instead of four (4) in last year, allowed the Member States and ENISA to maintain greater focus over certain areas of cybersecurity, thus allowing the conception, development and promotion of more clear and consistent messages throughout the campaign.

The campaign would certainly benefit from a governance structure and well-defined milestones throughout the whole year and not only October. Such structure will help towards the better organization of teams, by having clear roles and responsibilities per defined activities, thus in overall helping towards the better coordination among Member States and promotion of messages and awareness material.

A small step towards this direction was made in this year's campaign with the organization of small teams "task forces" comprised of representatives from the Member States who would discuss and reach a consensus on the plan and directions that the ECSM campaign should follow, as well as, the context and content of the messages and awareness material should be produced and published (based on a timeline of release activities, the "content calendar").

The execution phase of this year's campaign will be evaluated at all its organisational aspects using the feedback and evaluation data metrics received from the Member States, as presented in the next section.

## 4. EVALUATION PHASE

This chapter provides the documentation of the activities that occurred to evaluate ECSM 2019. The evaluation activities are comprised of four parts, which are described in the next sections. First, section 4.1 describes the results from the implementation of the evaluation methodology with feedback from the MS coordinators. The results are presented in comparison to the equivalent results from 2017 and 2018. Second, section 4.2 presents the MS survey regarding the evaluation of the ECSM planning and execution. Third, section 4.3 presents the web analytics including results from the ECSM website activities. Finally, section 4.4 provides the social media analytics including results from social media activities and reach of the target audience.

### 4.1 ASSESSMENT OF IMPLEMENTED ACTIONS BASED ON THE EVALUATION METHODOLOGY

The evaluation metrics are a useful tool for collecting consistent information from MS coordinators regarding the activities that they implemented during the ECSM. Given the different nature of the various ECSM activities, the evaluation methodology defined different metrics per type of activity. The following categories of activities were identified and accompanied by respective metrics:

- Conference/ Workshop activities
- TV or Radio Advertisement activities
- ECSM Website
- Social Media Activities
- Fair Stand/ Exhibition and Roadshows
- Merchandising, Posters, Leaflets
- Tests/Quizzes
- ECSM Organization Effort

The following Member States provided data on the evaluation metrics for 2017, 2018 and 2019.

**Table 2: Member States participation in the evaluation**

Member State	Participation in 2017	Participation in 2018	Participation in 2019
Belgium		✓	✓
Bulgaria		✓	✓
Czech Republic	✓		
Estonia		✓	
Finland		✓	✓
Germany	✓	✓	✓
Greece			✓
Hungary		✓	✓
Latvia	✓		
Luxembourg	✓	✓	

Malta		✓	✓
Norway	✓		
Poland	✓		✓
Portugal		✓	✓
Romania		✓	✓
Slovenia	✓		✓
Sweden			✓

### 4.1.1 Results for Conference/ Workshop activities

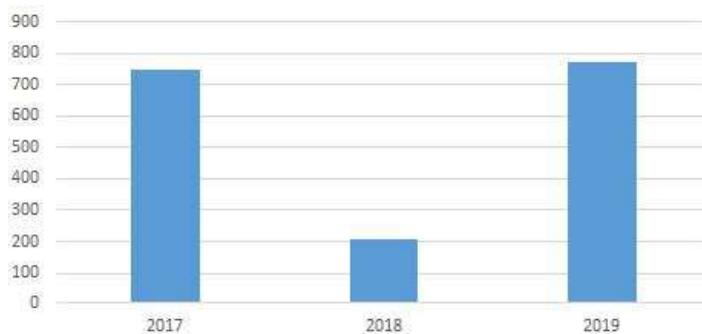
The following figures demonstrate the average number of activities per MS with regards to the organisation of conferences and workshops for 2017, 2018 and 2019.

**Figure 3: Average Figures per MS on Organized Conferences**



On average MS organised fewer events in 2019 compared to 2018, and a similar number of events compared to 2017. However, in 2019 the MS increased the duration of the events when compared to the past two years.

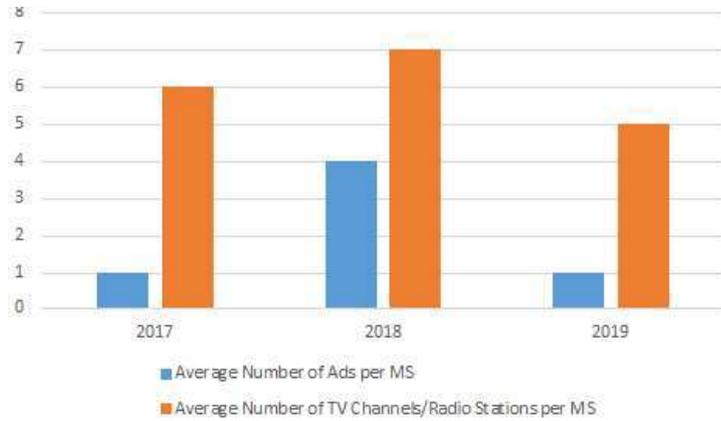
**Figure 4: Average Numbers of Attendees in conference per MS**



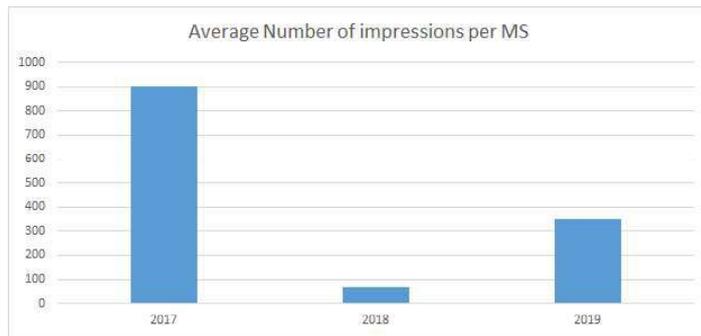
The target groups of conferences and workshops for 2019 spanned across the three target groups (General Users, Young Users and Professional Users), with a slight orientation more towards the Young Users. The number of attendees increased significantly compared to 2018. The participants gave very positive feedback, including that they felt there was a necessity for such actions and that their knowledge was enriched from their attendance. Several participants

remarked that the topics of the conferences/workshops were timely and that they found the roundtable discussion the most fruitful.

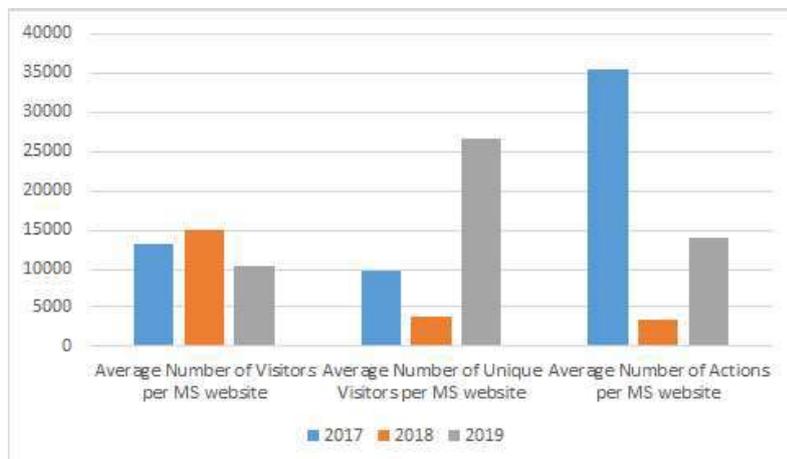
#### 4.1.2 Results for TV or Radio Advertisement activities

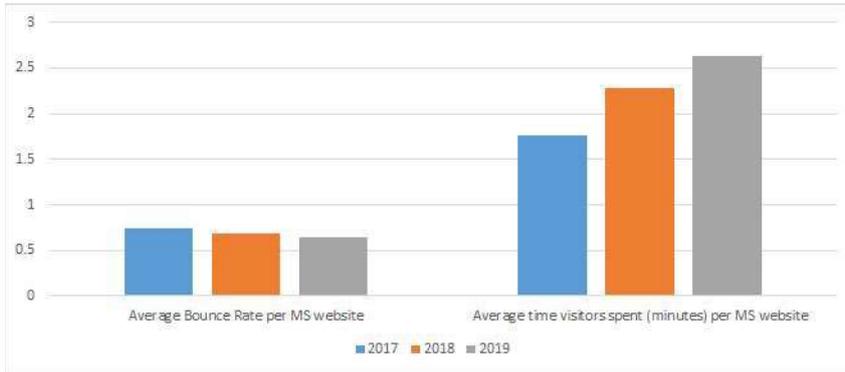


Overall, few countries implemented TV or radio advertisements in 2019, with even fewer TV channels and radio stations employed for the advertisements.



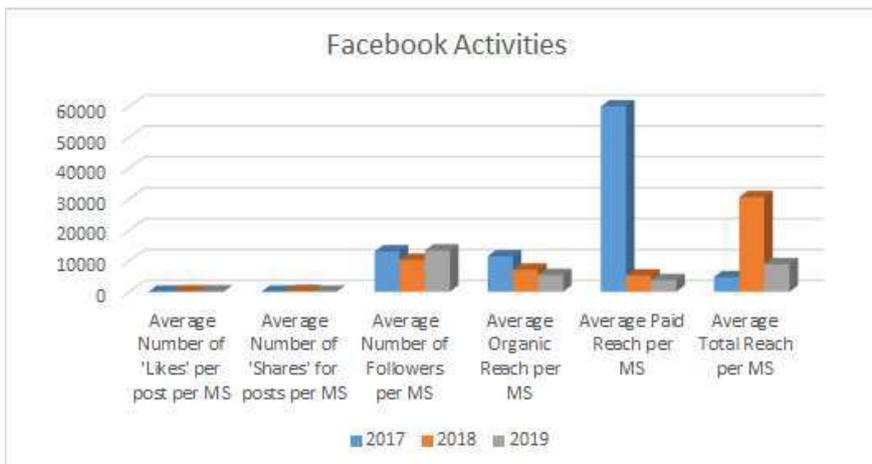
#### 4.1.3 Results for MS Websites



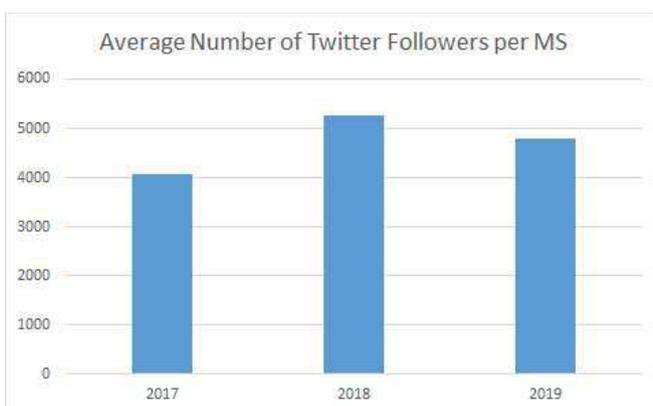


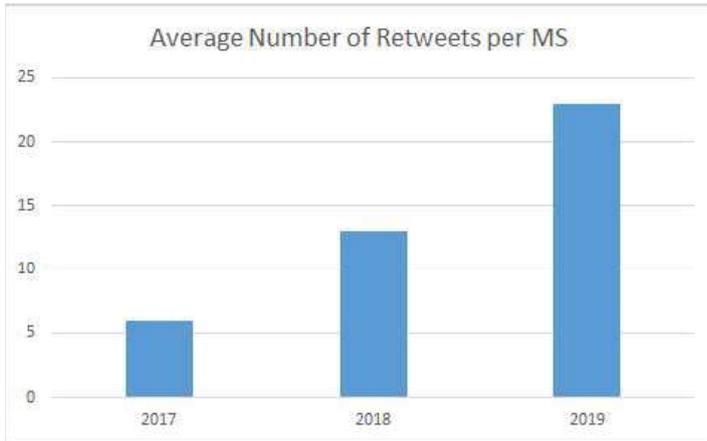
The average number of visitors and unique visitors increased year on year, with a significant increase in 2019. The average number of actions per user per MS was greater in 2019 compared to the previous year. Average bounce rate and time visitors spent per MS website increased year on year.

#### 4.1.4 Results for Social Media Activities

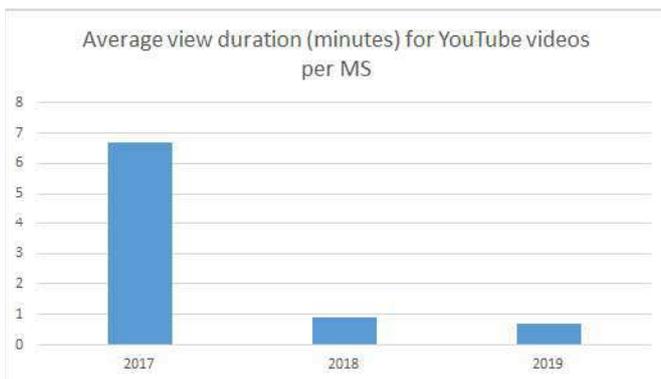
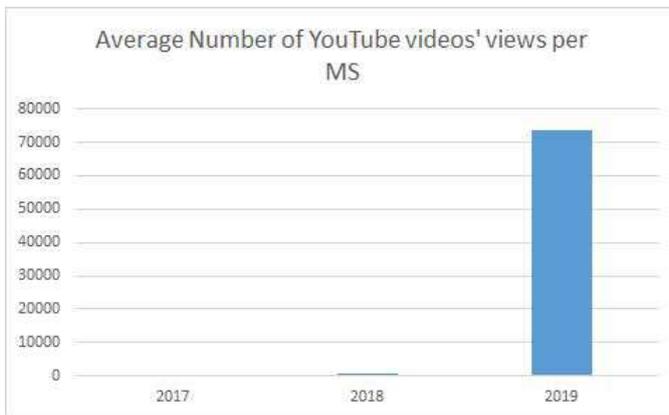


ECSM activities employed by Facebook accounts are more popular compared to other social media. The figures displayed above represent the activities that took place during October 2019 for MS related accounts and posts. On average, the MS coordinators reduced the paid Facebook activities while maintaining the same number of Followers, Likes and Shares, with 2017 and 2018. The number of followers remained almost stable; however, the total reach decreased compared to last year.

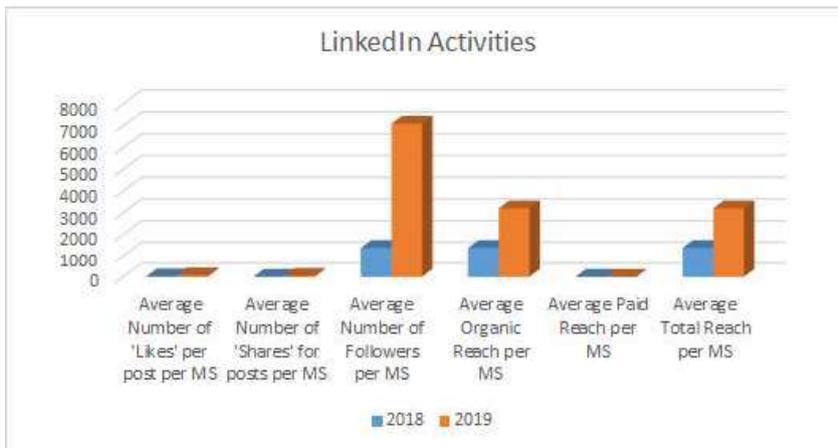




Twitter activities were significantly more effective in 2019 as the number of retweets was almost double compared to 2018. Twitter activities contributed to the activities with almost 5000 average number of followers per MS, and approximately 23 retweets on average per post.

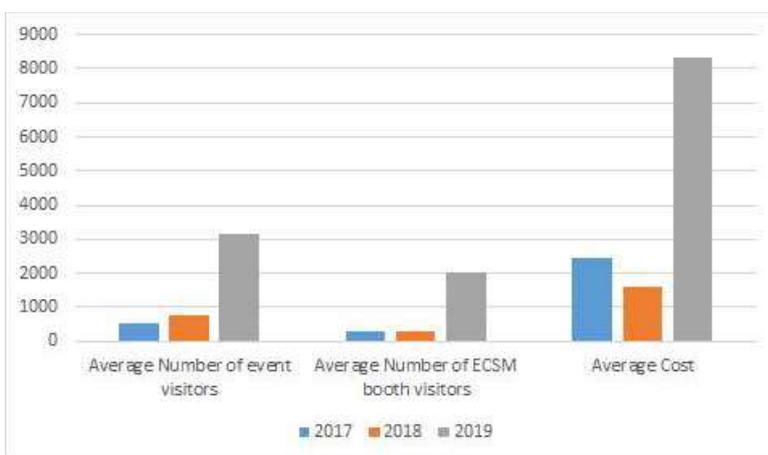
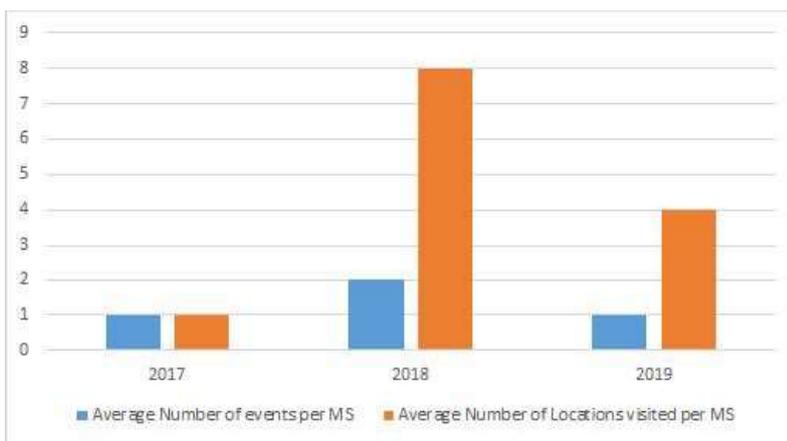


There was a significant increase in the efficiency of YouTube activities for promoting the ECSM. Video views radically increased in 2019. This is combined with the fact the MS coordinators chose to decrease significantly the duration of videos for YouTube channels. This indicates that shorter videos attract the interest of the target audience.



It was very interesting that in 2019 several MS coordinators initiated the utilisation of LinkedIn for promoting ECSM activities. The increase of LinkedIn activities for 2019 is radically increased compared to 2018 (only one country used LinkedIn in 2018), with good performance in number of followers and reach.

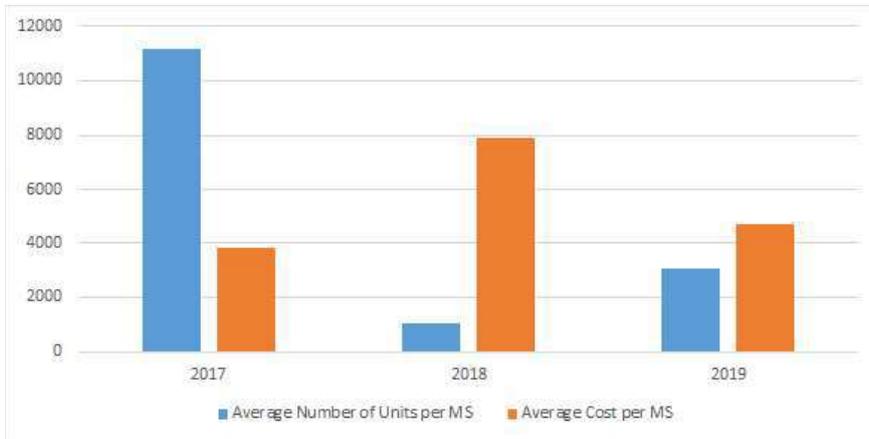
#### 4.1.5 Fair Stand/ Exhibition and Roadshows



Activities in exhibitions and roadshows were slightly less popular in 2019 in terms of number of participations and locations, and at the same time they incurred higher costs. Nonetheless, in

2019 visitors found the implemented actions more attractive since the number of visitors almost tripled compared to 2018 and 2017.

#### 4.1.6 Merchandising, Posters, Leaflets



MS implemented slightly less merchandising and promoting material which was distributed in fewer locations compared to previous years. MS coordinators remarked that they made this choice because the material is promoted better via online channels compared to printed versions.



#### 4.1.7 Tests/Quizzes

The implementation of Tests/Quizzes was not very frequent in 2019. One country implemented two quizzes which were taken in total by 150 individuals.

#### 4.1.8 Organisational effort

Two different strategies were followed by the MS coordinators. Some participating MS coordinators reported that at least one full time employee in their organisation worked on the preparation and execution of ECSM 2019. Others reported that five to six employees with parallel responsibilities worked on the preparation and execution of ECSM 2019.

#### 4.1.9 Overall results and conclusions

The assessment included in this chapter reports on a continuous effort of ENISA for a systematic and comparative analysis of the ECSM activities across the Member States. In 2017 ENISA developed an evaluation strategy which was communicated and agreed upon among the

MS coordinators. The objective of this effort is to collect adequate information from the MS coordinators regarding the activities they organise during ECSM each year and analyse them to produce useful findings for future ECSM organisations. This report includes the comparative analysis of ECSM activities for 2017, 2018 and 2019 with a perspective on the average measures per Member State participating. The findings are divided per category of activity.

Regarding the organisation of conferences and workshops within ECSM, the results showed that fewer events were organised in 2019 compared to past years, however, the duration of each event was longer. This change attracted the participation of almost triple the number of attendees in the organized ECSM conferences and workshops compared to 2018. Radio and TV advertisements were not popular in ECSM 2019, returning back to the number of ECSM activities of 2017. Activities of roadshows, fair stands, and exhibitions also decreased in 2019 in number and locations. However, the implemented activities incurred higher costs and attracted higher numbers of visitors (almost triple compared to 2018 and 2017). Websites had similar impacts to numbers in 2018 and 2017, however, with increased page view duration. The impact of Facebook and Twitter activities remained relatively stable. An interesting finding is that participants were more active in retweeting in 2019 compared to past years. YouTube activities had a higher impact in 2019 since the number of views was radically higher. Interestingly, MS coordinators chose to also use LinkedIn for promoting ECSM activities, achieving almost 7000 followers on average.

A limitation on the findings of this evaluation is that the MS that participate in ECSM every year change, making the results less comparable. However, this will be remedied in future years.

## 4.2 ECSM CAMPAIGN SURVEY QUESTIONNAIRE

The questionnaire is an important tool used to gather the opinions of the MS coordinators engaged in the campaign. The charts below present the replies of 17 participants representing their MS. As shown in the consolidated results of the next session, the ECSM is very positively evaluated and regarded as bringing an additional value to the Member States' national campaigns.

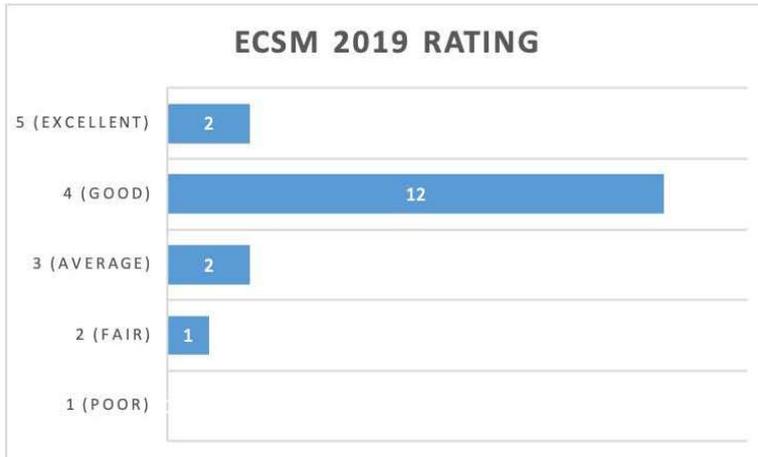
Additional feedback from the MS coordinators, as provided in the general comments section of the questionnaire, involves the following proposals for improving the ECSM campaign in 2020:

- Introduce a communication platform where Member States representatives can meet and share their activities and ideas online
- Promote in advance (1-2 months) the ECSM campaign and its activities
- Introduce a method for measuring cybersecurity awareness and impact of the ECSM campaign EU-wide
- Introduce basic, simple, step-by-step guidelines on cybersecurity "how to" (e.g., use password manager, how to update your mobile phone/computer/smart tv, etc.). Support awareness along with showing how things are done
- Improve the ECSM website (tips on how people can engage, better navigation, stories and testimonials)

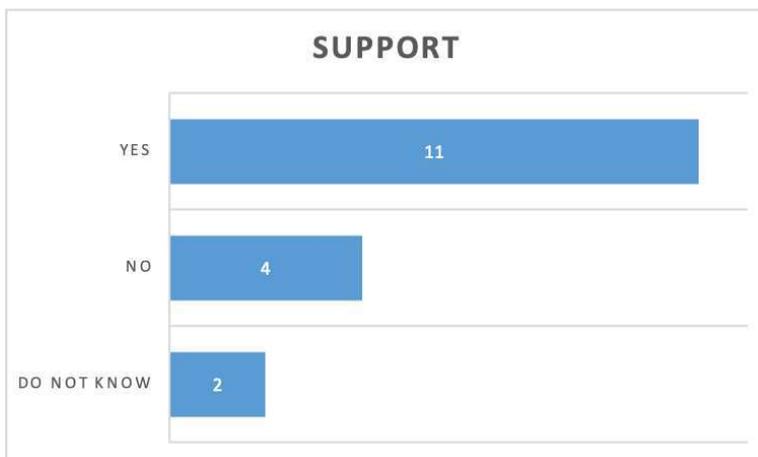
The specifics to the ECSM campaign 2019 questionnaire follow in the section below.

### 4.2.1 Member States replies

1. How would you rate the overall implementation of the ECSM 2019 campaign (scale 1-5)?



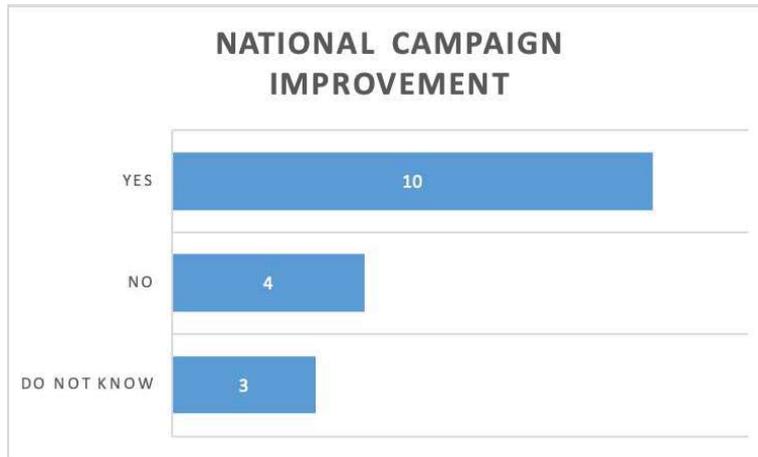
2. Did ECSM support in a satisfactory manner the outreach and promotion of your work?



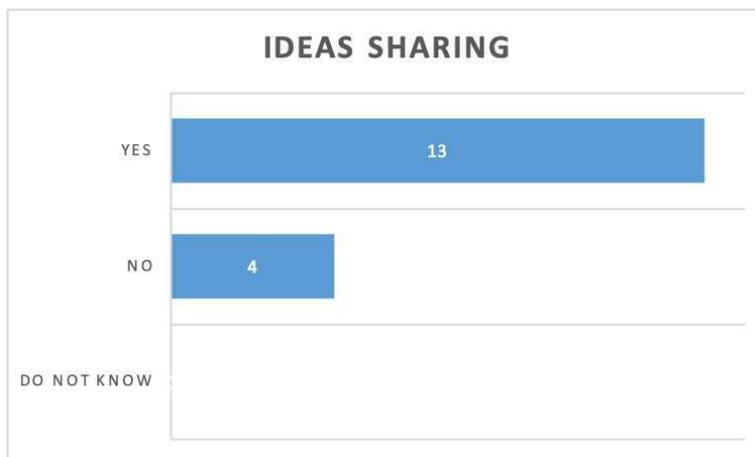
3. Did ECSM add value to your national campaign?



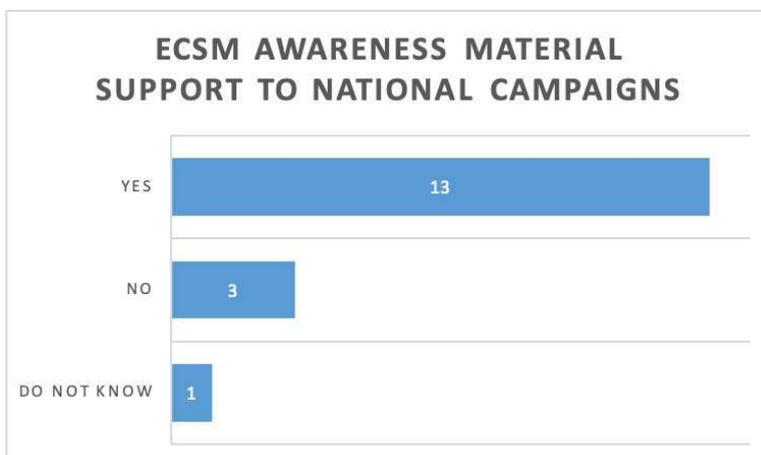
4. Did ECSM offer opportunities for improving your national campaigns through collaboration with other countries?



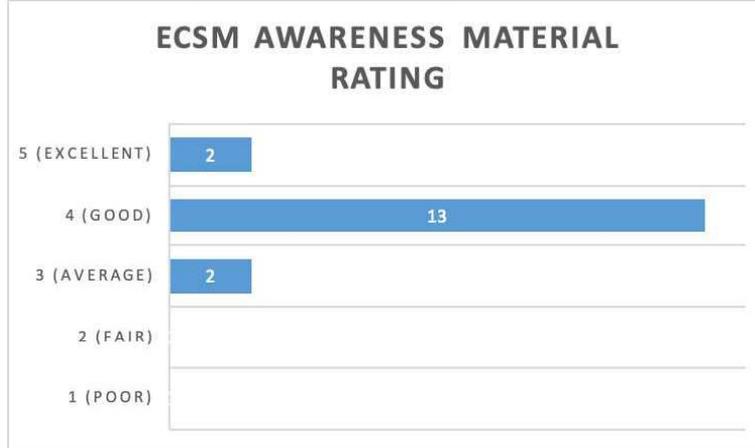
5. Do you think ENISA succeeded in the sharing and promotion of new ideas among ECSM partners?



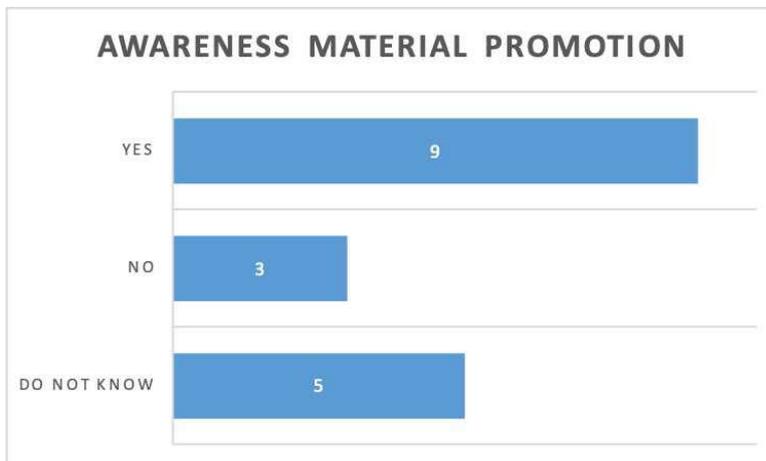
6. Did the material (videos, infographics, gifs) produced by ENISA for ECSM, support your national campaign?



7. How would you rate the material produced for the ECSM 2019 campaign?



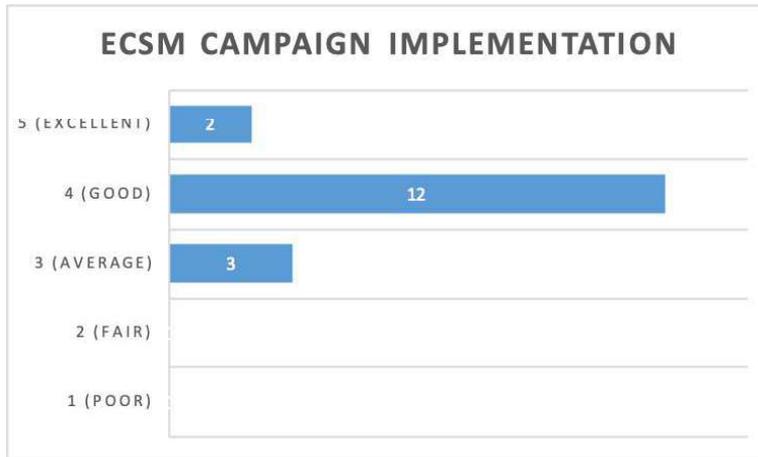
8. Could ENISA better promote your awareness material?



9. Do you think ECSM offers opportunities for fostering a pan-European cybersecurity culture?



10. How would you rate the implementation of the ECSM 2019 campaign by ENISA?



#### 4.2.2 Consolidated results

Most MS coordinators (82.4%) valued the organisation of the ECSM campaign to be good or excellent based on the results of Q1. Additional comments from MS coordinators include setting early deadlines to the kick-off date and thus providing enough time for:

- The proper development of the awareness materials,
- Preparing and applying the required translations,
- Addressing unforeseen and unplanned problems.

Again this year, the overwhelming majority of MS coordinators agreed that the campaign added value to their work, and that it supports their local national campaigns throughout the promotion of their work (Q2 and Q3). Four MS coordinators encourage the ECSM campaign coordinators and ENISA to better disseminate social media accounts among all MS coordinators, as well as to monitor their “audience reach” as a means to improve the digital footprint of campaign efforts. In addition, group efforts between neighbouring countries could be encouraged. Finally, MS coordinators indicate that Member States should have more time given by ENISA in order to better prepare and adapt official promo materials (video/graphics) as provisioned by the agency.

The majority of MS coordinators (71%) are convinced that the campaign offered opportunities for collaboration with other countries and improvement of national campaigns, while the remaining 29% believe this is not the case (Q4). MS coordinators (76.4%) believe the sharing and promotion of ideas among MS coordinators has been successful and beneficial to the national campaigns (Q5).

The feedback regarding added value that this year’s ECSM awareness material brought to the national campaigns proved to be very positive as stated by 81% of the MS coordinators (Q6). In addition, the majority of MS coordinators (88.2%) rate such awareness material produced as good or excellent (Q7).

MS coordinators denoted that the ECSM could do better in promoting the MS awareness material (Q8). The feedback for better promotion of material included the following suggestions on how this could be achieved:

- Establish better synergies between different players involved,
- Share and/or promote positive examples of achieved results,
- Retweets are ok, but even better with comments. Short introduction of the organisation and its campaign would be excellent,

- More sharing among MS and mutual promotion of our initiatives. Each country to choose 1 initiative/event/post that can be promoted by others,
- With stronger PR activities in Member States and by contacting national media.

In Q9, all partners agree that the ECSM offers opportunities for fostering a pan-European cybersecurity culture, while 82% of the MS coordinators (Q10) rate the implementation of the campaign as either good or excellent.

Overall, the ECSM campaign received positive feedback in 2019, with very small deviations when compared to the results of 2018. In both 2018 and 2019 the overwhelming majority of partners gave ECSM a good/excellent rating and believe that the campaign has supported, added value and improved their national campaigns and that it has promoted sharing ideas between the Member States. Nevertheless, while on the one hand most partners give a very high rating to the produced awareness material, on the other hand, the majority still denotes in both years that the ECSM campaign could better promote Member States' activities and awareness material (i.e., among Member States but also to the public). Finally, all partners agree in both 2018 and 2019 that ECSM offers opportunities for fostering a pan-European cybersecurity culture.

### 4.3 WEB ANALYTICS

Web analytics provided the statistical data for ECSM web site and social media channels. The purpose of gathering these figures was to evaluate the impact and visibility of the campaign.

#### 4.3.1 ECSM Web Page

The analysis takes into consideration multiple variables in relation to different types of access points to the ECSM website for the period of October 2019 and include:

- Page views: 102,945 (in comparison to 99,057 of 2018)
- Website visits: 30,807 (in comparison to 27,100 of 2018)
- Downloads: 3,486 (in comparison to 1,538 of 2018)

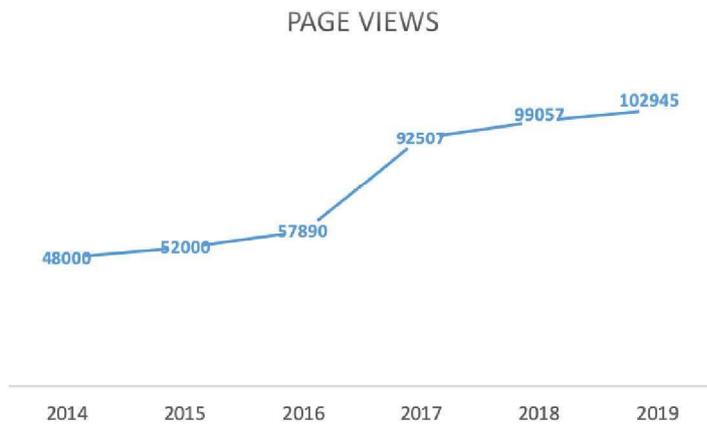
Visits Over Time



Figure 2: Graph overview of ECSM web site visits in October 2019.

Below is a comparison between this year's campaign and previous years with respect to the number of page views to the ECSM webpage. Statistics demonstrate that the ECSM website visits continued to grow also in 2019, maintaining the substantial growth recorded in 2018.

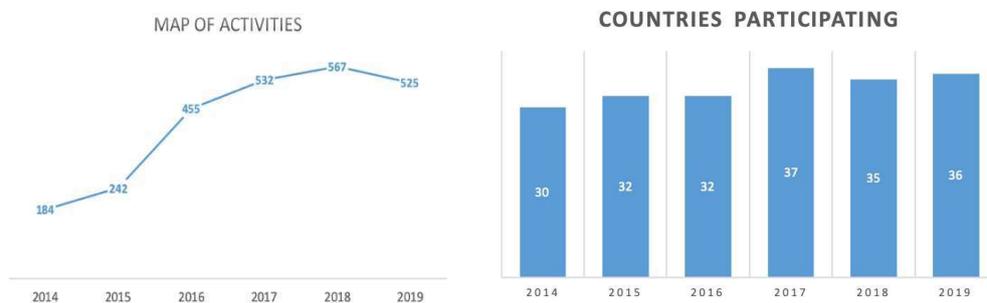
**Figure 3: Overview of annual increase of ECSM page views**



### 4.3.2 ECSM Map of Activities

The images below illustrate the number of events taking place in October and the number of Member States, EFTA countries and other European countries organising activities. The left hand side graph presents the total number of events registered each year since the start of the ECSM project and campaign in 2014 and until up to 2019. On the right-hand side, the number of EU countries for which at least one event is registered for the same period, is also illustrated.

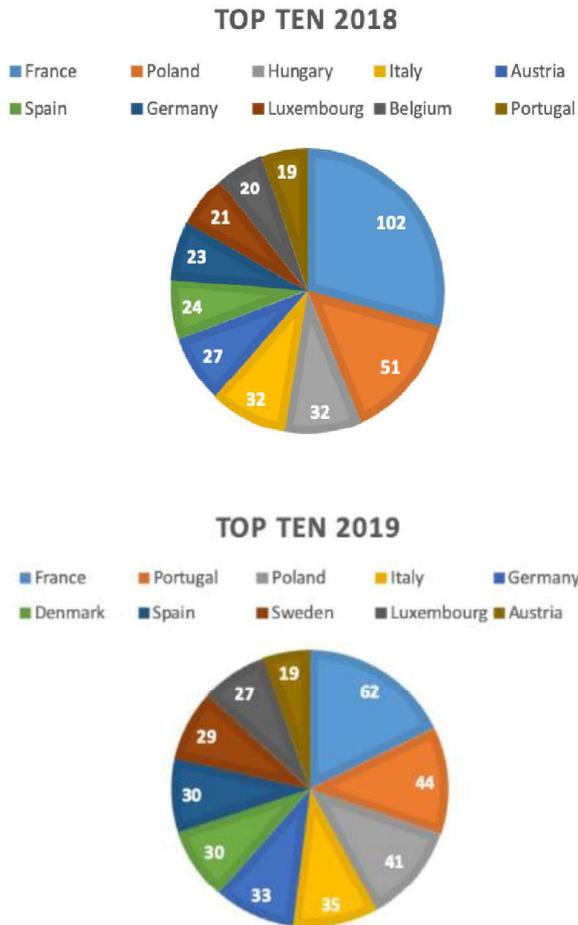
**Figure 4: Number of activities in October and the number of countries registering activities annually**



The rate of growth in 2019 has shown a minor decrease in the registration of activities that is closer to the value of 2017. A stable growth rate of events year on year were recorded from inception in 2014 up until 2019, wherein the number of events registered almost doubled in 2016 and further increased in 2017 and 2018. In 2019 the number of registered events seems to have reached a peak and become stabilised a little above five hundred (500). The growth in the number of events registered in the last five years is an outcome of the increased popularity of the campaign.

The top ten MS with respect to the number of events registered during October are displayed in the pie charts below for 2018 and 2019. A notable difference from last year's campaign is Portugal and the new appearance of Denmark and Sweden, that are now listed in positions two (2), six (6) and eight (8) respectively of this year's ECSM campaign of registered activities. France, Poland, Italy, Germany, Spain, Luxembourg and Austria managed to maintain their listing also in this year's top ten (10) positions of registered cybersecurity activities.

**Figure 5: Top Ten countries with respect to the number of events registered for ECSM 2018 and 2019**



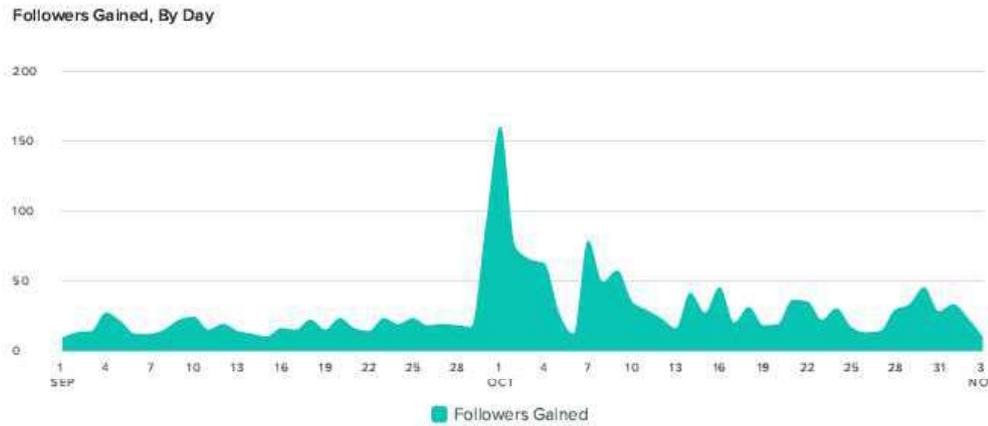
#### 4.4 SOCIAL MEDIA ANALYTICS

Twitter continues to support the promotion and outreach of the ECSM campaign. The figures below demonstrate the fluctuation of twitter followers from September until November 2019 for the handle @CyberSecMonth. The highest peak corresponds to the launch of ECSM and specifically the kick-off dates of the campaign on the 30<sup>th</sup> of September and 1<sup>st</sup> of October, followed by renewed interest again until the latter end of the month.

Useful statistics that were extracted from our web analytics have shown:

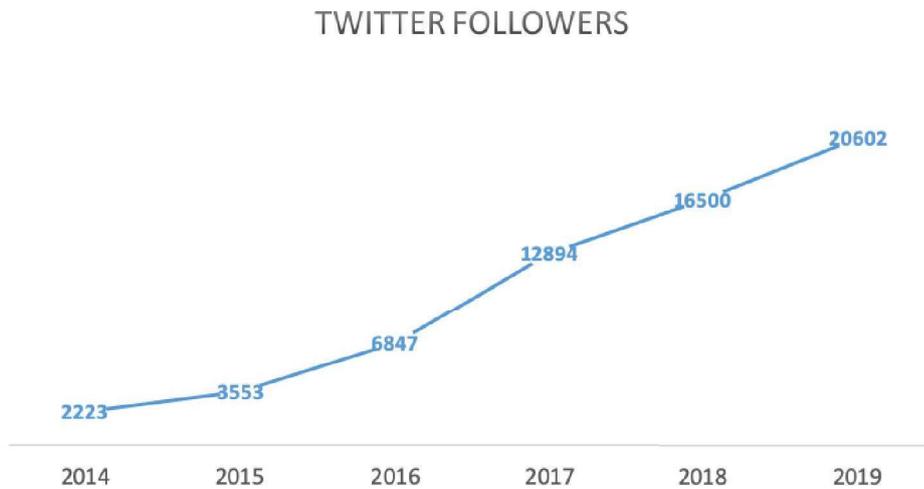
- An amount of 1,842 new accounts created within this period of three months,
- The total number of followers reached 20602.

**Figure 6:** The daily growth of Twitter followers from September to November 2019 to @CyberSecMonth



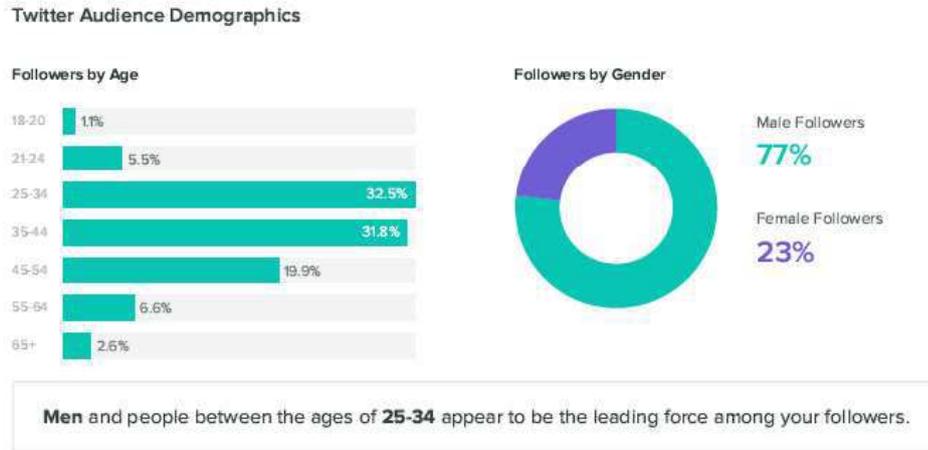
The graph below tracks the growth in the number of twitter followers of @CyberSecMonth over time. It shows an accelerated growth also in this year’s campaign, reaching an increase of 25% in comparison to previous year.

**Figure 7:** Annual number of Twitter followers @CyberSecMonth



In the image below it is interesting to get a glimpse into the Twitter demographics by age and gender. Followers of age between 25-44 are most prevalent reaching 64.3% of the total number. Men seems to be the leading force among followers with 77%, while only 23% are female.

**Figure 8: Twitter followers by age and gender**



#### 4.4.1 Social Media Reach

The European Cybersecurity Month (ECSM) initiative was supported by an impactful digital media cross-channel campaign led by the hashtag **#CyberSecMonth**.

A total number of **1928 of articles** that mention CyberSecMonth for the period from the 23th of September until the 8th of November recorded a total reach of **3.545.800** (the size of the audience).

The following statistics provide in-depth insights into the impact of the **#CyberSecMonth** campaign, and the general exposure of the digital campaign supporting the European Cybersecurity Month.

**Table 3: High level statistics of ECSM 2018 for the #CYBERSECMONTH campaign**

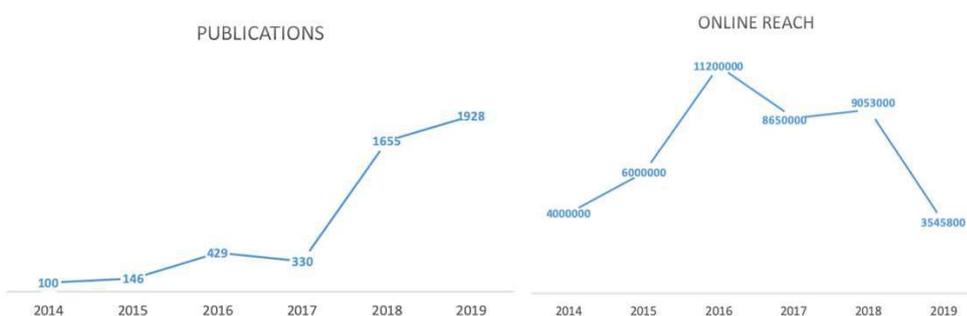
High level statistics of the ECSM 2019 #CyberSecMonth campaign		
<b>1 928</b> MENTIONS	<b>1 884</b> SOCIAL MEDIA RESULTS	<b>44</b> RESULTS BEYOND SOCIAL MEDIA
<b>3 354 800</b> ESTIMATED SOCIAL MEDIA REACH	<b>9 310</b> SOCIAL MEDIA INTERACTIONS	<b>3 727</b> SOCIAL MEDIA SHARES
<b>5 583</b> SOCIAL MEDIA LIKES	<b>23</b> RESULTS FROM BLOGS	<b>1</b> VIDEOS

The following table indicates the amount of mentions and reach of the top 15 countries in the context of the **#CyberSecMonth** campaign. These statistics are estimations based on geolocation of IP addresses.

**Table 4:** Amount of #CYBERSECMONTH campaign mentions per country in world-wide scale

#	Country	Mentions	Reach
1	United Kingdom	261	245 304
2	United States	192	444 003
3	Ireland	93	29 811
4	Belgium	86	308 764
5	Germany	81	32 786
6	France	73	240 598
7	Canada	41	22 232
8	Spain	40	142 266
9	Italy	37	15 765
10	Singapore	29	16 159
11	Luxembourg	16	13 483
12	India	16	4 270
13	Finland	13	9 170
14	Poland	11	356
15	Netherlands	11	8 243

**Figure 9:** A comparison overview of the campaign’s number of articles published and online reach in years 2014-2019.



#### 4.4.2 Assessment of the ECSM Digital Marketing Strategy and Social Media Campaign

During the planning phase, the digital marketing analysts assessed the ECSM existing digital channels, assets and content, and this activity was followed by the development of new content for owned and earned media campaigns. During the planning phase, assessment metrics were specified in order to evaluate the effectiveness of the newly developed digital marketing and social media campaign. The results of this evaluation are presented next.

#### 4.4.3 Social Media Campaign Effectiveness

The results of the effectiveness assessment are presented in Table 2.

**Table 5: Social media campaign effectiveness**

Effectiveness Metric	Communication Channel	Results
Total Impressions	All	2.780.308
	Facebook	1.865.308
	Twitter	915.639
Video Views	All	862.412
	Facebook (main video)	365.520
	Twitter (main video)	496.892
Engagement (Likes, clicks, shares, etc.)	All	14.842
	Facebook	6.257
	Twitter	8.585
Website Clicks	All	7.006
	Facebook	5.878
	Twitter	1.128

This was the first year that a social media and marketing expert contractor was employed to assist the ECSM with increasing the outreach to the target audience. The experience and knowledge from ECSM 2019 will be used as a basis for the following years' social media campaign. Although it is difficult to extract meaningful conclusions from this data, there are some lessons to be considered for the future.

The contractor indicated certain actions that might assist ECSM to reach a broader audience and increase the number of participants. For example, the four-stage cycle of the marketing campaign (i.e., section 4.6) was able to attain higher reach and engagement for all marketing material (videos, quizzes, etc.). An interesting remark is that the younger audience of ECSM seems to be more active on Facebook rather than Twitter. For the future campaigns, it will be helpful to specify specific landing pages for users to go to when clicking on social media relevant posts/pages. Also, the administration of all translations would help increase efficiency, compared to administering per MS coordinator.

#### 4.4.4 Conclusions

The opinion of the MS coordinators for the planning and execution of ECSM 2019 was very positive. Also, the evaluation metrics correspond to a successful ECSM execution. The majority of the indicators used to evaluate the campaign demonstrate a higher growth rate year on year. For this year, a growth has been noticeable with respect to the ECSM reach and interactions during the last two weeks of the ECSM (14th – 31st October). The rate of interactions remained stable and the number of mentions was slightly higher compared to last year. There was also a noticeable increase on the rate of video views indicated both by the social media analytics and the MS coordinators. Further, there is a significant increase on the number of individuals who attended conferences and workshops organised by the MS coordinators. Another remark is that MS coordinators introduced LinkedIn as a new social media channel to reach the target audience, while they maintained activities in the existing social media (i.e., Facebook, Twitter, YouTube).

Finally, there was a lower rate of social media reach which was noticed via the ECSM social media as well as the MS social media. Nonetheless, this might be justified by the change that occurred on the social media algorithms, and was noticed during the execution phase, preventing the ECSM stakeholders from publishing several posts.

# 5. REFLECTIONS FROM AWARENESS RAISING WORKSHOP

The key objective of the workshop was to promote exchange of experience and opinions among MS coordinators regarding awareness raising and for planning the current year's campaign.

The workshop group was tasked with making decisions for the current ECSM campaign and for establishing a taskforce to tackle specific activities. Two important decisions were made during this year's meeting; first, the structure of the themes, and secondly, the themes themselves. A proposal was drafted with different scenarios for structuring the themes of the month. The decision of the group as to which structure to implement in this year's campaign would impact the number of the themes to be selected. This following section details the findings of the workshop and the decisions made.

In order to facilitate this process, each of the MS submitted feedback on the subjects below before the meeting:

1. **Project management practices**
2. **Lessons learned from previous years**
3. **Practices that would lead to stronger cross border collaboration**
4. **Evaluation practices**
5. **Social media recommendations**

The feedback was collected by ENISA and consolidated in order to find common themes and insights to present at the meeting. The following is a summary of the key findings from the workshop.

## **Project management practices**

MS coordinators emphasised that the ECSM campaign and MS campaign need to run throughout the whole year and not just in October. They also mentioned the need to maintain a lessons learned registry that is populated with data throughout the year that a campaign runs, thereby capturing practices that would otherwise be lost if they are not noted.

## **Lessons learned**

1. Partnering with institutions / organisations boosts impact
2. Social media requires sustained engagement
3. Consider different stakeholder expectations

## **Reaching out to Target Audience**

MS coordinators expressed the need to have real life examples of cybersecurity attacks and threats for reaching out to the target audience in a way that makes content appealing. Using visual messages should be encouraged instead of textual ones. Other key considerations were:

- Using innovative means for reaching out such as games, quizzes and cartoons.
- Using the press actively to promote key campaign messages.
- Using proven and established methods in your social media strategy.
- Be creative, energetic, and positive to make the topic relevant to the audience.

### Campaign Evaluation

1. Outsource campaign evaluation if possible
2. Conduct Pan-European survey via the support of EU barometer or similar
3. Evaluate cooperation with partners and stakeholders
4. Use analytical tools – OSINT, google, website, social media to gauge change over time

### Strengthening Collaboration

Two main points that coordinators shared with ENISA were the following:

1. Platform/Hub to share information
2. Communication improvements

With regards to the 1<sup>st</sup> point, ENISA provided an on-site presentation on the ECSM website and how coordinators can use it to upload their resources or contact details. Coordinators note that there should be copyright freedom to share materials and logos and an ease of use when uploading material. That is, not having to complete an online form.

ENISA proposed to the coordinators that a dedicated MS page be created that will capture MS plans and works which will be shared among all other participating members.

### Selecting themes for the month

Candidate themes selected by Member States during the physical meeting:

1. Social Engineering
2. Emerging Technologies
3. Cyber Hygiene
4. Internet of Things (IoT)
5. Malware
6. Resilience
7. Scams & Fraud
8. Digital Skills

In regard to themes, after discussions about threats (including the ENISA threat landscape) and their corresponding mitigating actions, the themes were consolidated into broad, all-encompassing topics. The group opted to include the following two themes for voting:

- a. Cyber Hygiene
- b. Emerging Technology

Based on the above results, the following options for the two themes' selection were formulated. These three (3) possible options were for voting by the Member States in the following days:

1. Option 1 (Scenario 2 which is two themes "Cyber Hygiene" and "Emerging Technologies")
2. Option 2 (Scenario 3 which is one theme that will be "Cyber Hygiene")

3. Option 3 (Scenario 3 which is one theme that will be "Emerging Technologies")

MS voted after the meeting for their preferred option. Finally, option 1 was selected.

### Conclusion of workshop

Altogether, the above considerations indicate that implementation on an annual basis of similar planning and discovery workshops provide a significant contribution to the strengthening of the campaign execution. Our recommendations will therefore focus on the replication of this experience in the coming years. In this connection three main issues will be considered: the workshop design; the possibility to run similar events with the support of external (consultants) and the effectiveness of implementation, namely, in terms of time and effort allocated by staff and participants.

Recommendations from the workshop:

1. Maintain awareness raising engagement with the public throughout the year
2. Use innovative methods for engaging with the public on social media
3. Improve communication and information sharing with the use of online tools

## 6. CONCLUSIONS

This official project deliverable outlines the main findings of the ECSM campaign planning, execution and evaluation. The evidence collected is synthesised in order to identify over-arching patterns, perceived quality, and the project's success in achieving the specified goals and objectives of the campaign. The evaluation of the campaign was based on the analytical data gathered, the feedback received from the MS questionnaires, and from the social media and website analytics.

Several of the factors that contributed to the success of the campaign in 2019 were:

- Outsourcing the design and creation of marketing and digital media assets
- Targeting media campaign to a specific target audience via specific media channels
- Simple and compact messages and call to actions drafted by dedicated taskforce made up of MS and EC
- Gamification of material were possible

For the benefit of next year's campaign, key elements of success and the main challenges are outlined, leading to both strategic and practical recommendations.

This was the third year that evaluation metrics were collected from the MS coordinators, which allowed better insights for the assessment of ECSM progress. The number of Member States contributing to the evaluation metrics increased from seven in 2017 to ten in 2018 and twelve in 2019, however only one country reported in all years. Although the results are averaged per MS, comparable results will only be achieved once all MS are providing comprehensive metrics year on year.

A substantial improvement in participatory planning processes and results was acknowledged by workshop members, in comparison with the experience from previous years. This was predominantly due to the input from participants before the workshop, which helped to get insights about planning and implementing an awareness campaign. The workshop helped to clarify the following aspects:

- The number of themes to focus on during the month;
- Needs of the target group;
- The best channels and ways to communicate and spread the message to the target group;
- The content of the message.

These aspects were further elaborated with the support of a taskforce established by volunteers from the MS and EC.

The campaign was strategically focused to influence social media users to feel or act in a certain way. Facebook and Twitter advertising proved to be by far the most effective way to reach users, both in terms of reach and more importantly, higher engagement rates. However, LinkedIn was also boosted this year by MS coordinators. Social media campaigns are a lot more likely to get users to engage. Video ad campaigns are valuable marketing strategies that have massively impact the number of users visiting the ECSM website and engaging with campaign content.

The evaluation of social media consists of a multi-pronged strategy to both investigate the immediate impacts of the project activities, as well as create a baseline and follow-up opportunity for exploring longer-term impacts. Future evaluation statistics also bodes well with the recommendations from the workshop for seeking external support for evaluating the success of the campaign,

# A ANNEX A' PRESS RELEASE

## STAYING SECURE – ONLINE CAMPAIGN 2019

October marks the kick-off of the European Cybersecurity Month (ECSM), coordinated by the European Union Agency for Cybersecurity (ENISA), the European Commission and supported by the Member States. This campaign will focus on expanding awareness about cybersecurity to citizens across Europe.

The 2019 campaign focuses on different themes addressing the need for behavioural change and identifying opportunities to help users recognise the risks of new technologies.

The first theme encompasses basic 'Cyber Hygiene', which uses the hygiene metaphor to inform about good cybersecurity habits that are part of everyone's daily routine. Having healthy cyber safety practices can provide users with more confidence using their devices, whether it's a computer, a smart phone, a wearable device or any other gadget that's connected to the internet. The key take-home message conveys that cyber hygiene is a habit you learn from a young age and remains a daily routine for life.

The second theme concentrates on 'Emerging Technology' and recognises the importance of keeping you and your new tech gadgets and devices secure. Technology is developing fast and it is important to question the security and privacy settings for your new purchases. For this theme, citizens will be guided around the topics they should be aware of when it comes to new technology.

ENISA's Executive Director Udo Helmbrecht said: "Cyber threats are evolving at a rapid pace and human behaviour can play a fundamental role in how we stay cyber secure. Ensuring that all citizens are aware of online risks and have the tools to become more resilient and confident users is a key goal of European Cybersecurity Month. This October, we urge everyone to stay alert with new technology and establish strong cyber hygiene habits."

European Commissioner for Digital Economy and Society Mariya Gabriel said: "Today we launch European Cybersecurity Month 2019, we are boosting awareness around online safety and the cybersecurity skills needed for the future. If we want to complete the Digital Single Market, it is essential that we ensure EU citizens, particularly young people have the knowledge and skills to protect themselves online. It is our shared responsibility for all citizens to become responsible users of emerging technologies."

Today to launch the campaign, ENISA has published a video that will provide citizens with simple awareness checks to undertake in their daily lives. Furthermore ENISA is organising an 'Ask Me Anything' session on Twitter on 30th September at 10:00 CET, for citizens and organisations to pose general cybersecurity questions on how to secure their devices to the EU Agency for Cybersecurity (ENISA).

## NOTES TO EDITORS:

ECSM is the European Union's annual awareness raising campaign dedicated to promoting cybersecurity among citizens and organisations, providing up-to-date security information.



Follow the campaign on Twitter [@CyberSecMonth](#) and use the hashtag [#CyberSecMonth](#) and on Facebook [@CyberSecMonthEU](#)

Further European Cybersecurity Month information can be found on [cybersecuritymonth.eu](#).

FOR INTERVIEWS:

ENISA Press team can be contacted at [press@enisa.europa.eu](mailto:press@enisa.europa.eu)



# B ANNEX B' MEMBER STATE CAMPAIGNS OVERVIEW

The following section provides an overview of the campaigns executed at the Member State level, described in their own words.

## Bulgaria

During ECSM 2019 the Bulgarian CSIRT took a bi-fold favourable approach by conducting an online campaign and supporting a prior partner educational initiative.

The online efforts were concentrated mainly on Facebook, supported by tweets from the official public profile of the State eGovernment Agency (SeGA) and a recently launched YouTube Channel for a national campaign on cyber hygiene. In addition to sharing the member state content, provided by the European Commission and ENISA, the Bulgarian team shared original informational and educational content, created for a national cyber hygiene campaign, conducted for 6 months during the Bulgarian Presidency of the Council of the EU under the patronage of EU Commissioner Mariya Gabriel.

In addition to the online effort, we were approached by a partner NGO that we had worked with during the national cyber hygiene campaign to support a 3-day educational effort for middle and primary schools, and college students. We sent resources and materials, as well as contacts with relevant organizations and professionals to increase the impact of the initiative in Varna, Bulgaria.

The subtle approach was effective and raised awareness among the intended audiences. However, a more direct approach with a larger team effort with a dedicated budget is required for result optimization.

## Finland

### Overview of NCSC-FI's national campaign, events and lessons learnt

National Cybersecurity Centre in Finland had 1 national online campaign with social media and television activities during ECSM 2019.

We also participated at Cybersecurity Nordic event with the Finnish Security Committee and Population Register Centre 2 - 3 October 2019. The event seemed more popular and active than 2018.

We supported and shared materials during Interpol's #BECareful campaign mainly in Twitter.

### Turvalistit - NCSC-FI's national campaign

We launched our national campaign Turvalistit during the second week of ECSM.

This year's themes were

1. Safe use of smart devices/IoT

<https://www.youtube.com/watch?v=gZGIA-LZNbE> (IoT)

2. Two factor/MFA authentication

<https://www.youtube.com/watch?v=b5vcoq3UhyU> (MFA)

3. Online scams

<https://www.youtube.com/watch?v=IUDXf1WjP7c> (Scams)

We made three 1 minute videos and shorter 30 second versions for social media and TV (YLE, Finnish public service media company). The spoken language is Finnish and subtitles in Finnish and English. Swedish subtitles will be provided later.

The main character of the campaign was - again - Teijo, the middle aged man who is very excited about cybersecurity. This year we also introduced Teijo's boss Saara who tries to hold back Teijo's excessive enthusiasm and will to educate his colleagues about cyber skills. Teijo also spreads around cybersecurity themed aphorisms - #securisms - like

- Unprotected smart devices add excitement to your life - including hackers.
- Love is patient, love is kind. It does not ask for your online banking codes.

### Lessons learned

Humour carefully made video scripts and clear main messages are important.

Don't try to say or teach everybody everything at the same time. 3 messages are more than enough. More technical themes, for example IoT and MFA, are easier to educate to young men (aged 18 - 24). Young and middle-aged women are tougher audience to reach.

## France

### Organisation

Once again, for this edition, ANSSI, the national authority on cybersecurity and cyberdefence, worked alongside more than 20 institutional partners (ministries, association, non-profit organisation, national authorities, etc.) to build the national program all through October.

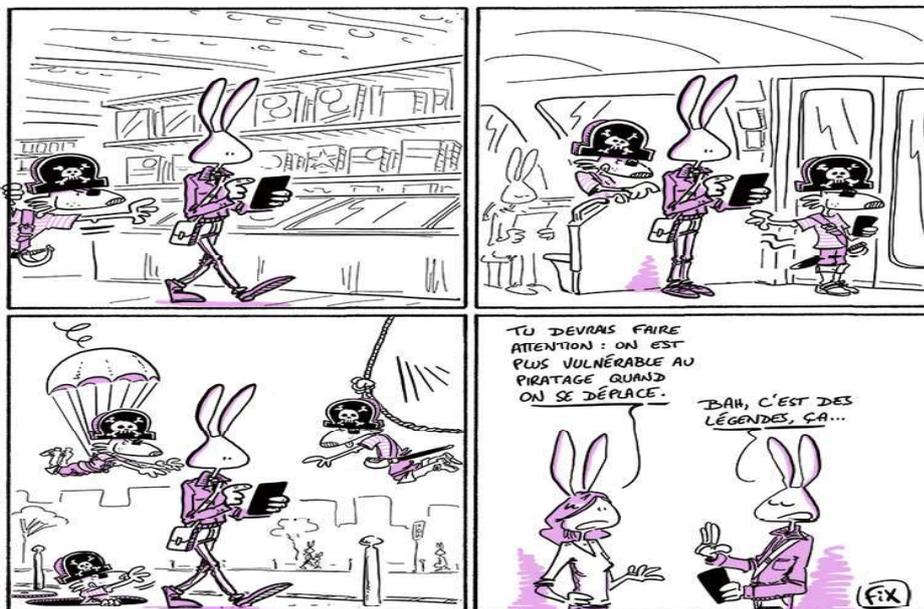
To gain visibility in France, a new logo was created to identify the stakeholders of the campaigns and their activities. A new motto was also used as a call to action: "In October I act for the Cybermonth / cyberme" (French pun). The idea was also to create a communication kit that could be freely used by companies, citizens and other national actors who wished to be involved indirectly or to show his/her support. They became themselves actors for #Cybermois.



### Activities

92 activities were organized in France during the month. These activities were varied:

- Conferences and workshops on cybersecurity issues for various publics (companies, students, and administrations). All these events allowed a better understanding of digital security issues and gave participants the opportunity to take action to effectively secure their personal and professional digital lives.
- An active awareness campaign online, sharing tips and good practices all through the month with the #ECSM and #Cybermois. The idea was to put into light existing cybersecurity tool kit (infographics, videos, Gif) and the ENISA productions.
- The Team France took part for the second time in the European cybersecurity challenge located in Bucarest this year – a great event to promote cybersecurity skills and training.
- The cartoonist FIX as once again lent his pen to create a gallery of drawings, Strip, videos, etc. giving life to the advice of experts.



## Communication

To promote ECSM messages and activities, a communication plan was defined by ANSSI and its partners including:

- Creation of a new dedicated webpage on ANSSI's website to promote the ECSM activities: <https://www.ssi.gouv.fr/agence/cybersecurite/cybermois-2019/>
- Press relations activities: common press release, interviews, etc. Around 39 articles mentioned the campaign directly this year.
- Regular publications on partners' website and social networks about ECSM, both in French and English. More than 11 500 tweets were released and shared during the month about the campaign!
- Design of a new official poster with three main recommendations to call the citizen to action (updates, passwords, back-up)



## GREECE

The Greek Safer Internet Centre has promoted the European Cybersecurity Month with the following actions:

The Greek Safer Internet Center has organized an event with 200 school children and their teachers at FORTH amphitheater. During this event we have share educational material, like leaflets and stickers to all the children. We have talked about two themes, namely cyber-hygiene and emerging technologies and we have played several quizzes with the children. The feedback we received from children and their teachers was very positive and they were interested in organizing a second event with more themes.

We have organized a webinar for school teachers with the use of Adobe- Connect software. 90 schoolteachers have applied for this webinar and 70 participated in the end. The themes of the webinar were cyber-hygiene and emerging technologies. The feedback we received from teachers was very positive.

We have engaged all our social media channels to promote the European Cybersecurity Month and ENISA. Specifically we have engaged our website [saferinternet4kids.gr](https://saferinternet4kids.gr), Facebook page, Twitter page and YouTube channel in order to promote all the material that ENISA has provided.

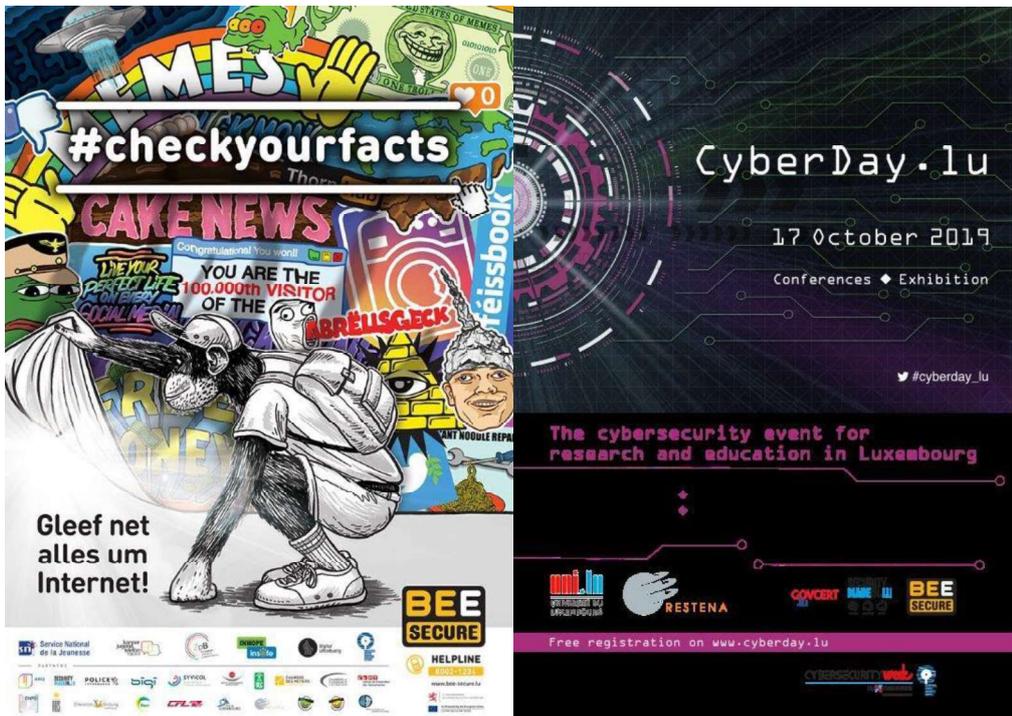
The only problem we faced was that it was not very easy to translate the material we have been provided in English, not because of lack of translators but because we didn't have the know-how of the systems used to create the graphical interfaces (gifs and videos). We were only provided of a few Greek gifs and videos, so we had to use also the English versions of some other material, which was not the best solution, since our audience is used to read Greek posts.

## Luxemburg

ECSM activities are traditionally coordinated by the ministry of the Economy, Directorate for Electronic Commerce and Information Security, with individual campaigns being developed and carried out by the local partners involved:

- SECURITYMADEIN.LU, the national platform for information on cybersecurity targeting business & experts;
- BEE SECURE, the national cybersecurity awareness initiative targeting youth & public at large
- Restena foundation/University of Luxembourg addressing students and academia
- Luxembourg Bankers Association (ABBL) and the National Police support the ECSM as information relays.

During October 2019, partners and their sponsors coordinated about 50 local events, gathering a total of 4000 participants. The broader themes covered IT security & Risk management, Incident handling, Trends in cybersecurity, Technical aspects of a cyberattack; Disinformation online; Tips to stay safe online. A couple of events were specifically dedicated to promote cybersecurity amongst women and female talent in cyber. Last but not least, a gala and awards night offered the opportunity to reward 6 key players, organizations and individuals, who contributed to the Grand Duchy's cybersecurity economy.



Among the key events:

- BEE Secure – Launch of awareness raising campaign on disinformation #checkyourfacts – Gleeft net alles um Internet', October 9th
- Ministry of the Economy/ Securitymadein.lu/Luxinnovation: Press conference presenting an overview of the Luxembourg cybersecurity ecosystem, October 14th
- Cybersecurity week Luxembourg (CSWL), 15-25th October
- University LU/Restena Foundation - Cybersecurity day: October 17th
- CSWL Gala and awards night

A clip of Luxembourg activities 2019 is currently under production and the dates for the 2020 edition are set to October 12 to 22<sup>nd</sup>.

## Malta

The aim of Cybersecurity Malta is to continuously (not just during the ECSM) promote and educate different audiences on the importance of adopting cybersecurity whilst embracing the advances that technology is making. To this effect, in 2019 we embarked on a project together with the Digital Literacy from the Education Department and Drama Unit to raise awareness amongst year four students across all schools. Through Drama and illustrations, the importance of Cyber Hygiene and online safety were the main topics delivered to the students. Throughout the year Cybersecurity Malta took part in discussions, seminars, as well participated in TV programmes, addressing current trends and malpractices. During the Cybersecurity Month CSM, together with the Public Broadcasting Services and Malta Police Force, launched a new TV series with the name of e-MQARRQA (deceived) aiming of sharing cyber breaches happening on the Maltese islands to serve as a guide and further educate Maltese citizens of how certain cyber incidents can be prevented. Additionally, in 2nd quarter of 2019 the National Campaign focused on the private sector industry and thus the B Secure Scheme was introduced. Through this scheme, the private industry had the opportunity to apply for assistance in assessing the posture of their digital assets against the latest cybersecurity threats and also to further the education of their employees through training being offered and preparing participants for the possibility to earn certifications recognised world-wide in the cybersecurity domain. Such a scheme was opened during the national's first Cybersecurity Summit held in Malta on the 23th October 2019 by Hon. Silvio Schembri whereby €250,000 was allocated to this cause. The summit has served as a platform for Cybersecurity enthusiasts to collaborate and instil a culture that put Cybersecurity an important pillar for the protection of cyberspace. Various Cybersecurity related matters and topics were delved into such as Cyber Hygiene, Regulations and legislations, importance of intelligence sharing, the protection aspect, the essential role of data and views to the current threat landscape.

## Poland

Poland has organized four (4) major conferences/events for ECSM campaign 2019, namely:

- Disinformation conference
- Education in the age of digital revolution
- Cyber League press conference
- Secure 2019 conference

### Disinformation conference

This conference and respective publications were prepared by NASK in cooperation with public administration, private companies and academia representatives, with main message of disinformation through the lens of: "Disinformation in digital era: state, society, politics and business".

The conference had two parts:

1. debate opened for media;
2. closed round table for experts from administration and public organization.

Target group for this event was: Media, specialists, representatives of administration, academia, NGO's and business.

### **Education in the age of digital revolution – which skills do we need?**

Event took place in University Library in Warsaw. It started with the entrance lecture followed by the debate of representatives from administration, academia, NGO's and business. The event was also a possibility for ECSM 2019 partners to advertise and network.

### **Cyber League press conference**

The conference introduced The Cyber League campaign to the media and it met with great interest from journalists.

A quiz will be organized in November/December as a ECSM sum up and part of Cyber League campaign.

During October we shared many infographics with Cyber League heroes, all of them with information about main threats in the Internet and some advice how to stay safe. Next, we would like to give our audience the possibility to check their knowledge.

Information about Cyber League campaign with interviews NASK representatives was also broadcasted on national radio channels a few times (approx. 60 seconds advertisement).

### **Secure 2019 conference**

Conference is organized for cybersecurity experts. Modern technical solutions, results of research and analyses as well as recommendations in the construction of a cybersecurity system - during two days of the SECURE 2019 conference, specialists in the field of computer security exchanged knowledge and experiences

## **Slovenia**

Taking part in ECSM campaign is one of our three most important communication activities in national awareness raising programme Safe on the Internet. For this year's ECSM we have set up a strong social media campaign with focus on three video teasers. We have produced three social media native videos (each 30 seconds), each addressing different cybersecurity topic and one TV advertisement (15 seconds long), broadcasted on seven Slovenian TV channels with nationwide reach. Main leitmotiv for all videos and TV advertisement is cyber hygiene – the main slogan of the campaign is "Get the basics of cyber hygiene!"

1) SOCIAL MEDIA ADVERTISING CAMPAIGN - we produced three 30-second video teasers with the aim to emphasize key preventative measures for cybersecurity: (1) backup your data across different devices, (2) romantic scams, and (3) financial scams. Primary targets are adults aged 20-45 years, who use email services, shop online and have social media accounts. Advanced users and complete beginners are not the target audience. The advertising campaign ran on Facebook (Video Ads), YouTube (True View + Overlay Ads) and on Instagram (Video Ads on Timeline).

2) SPECIALIZED LANDING PAGES – each video teaser, promoted via paid advertising, directed user to a dedicated landing page. We have set up three landing pages, each providing an overview of key facts & figures, along with practical advice on how to ensure safe and responsible use of the Internet. Primary targets are adults aged 20-45 years, who use email services, shop online and have social media accounts. Three landing pages address the following topics: (1) backup, (2) romantic scams, and (3) financial scams. On each landing page a newsletter sign-up form is integrated with the aim of gaining new subscribers for our newsletter called The Safe news.

BACKUP: <https://www.varninainternetu.si/spletna-higiena-backup>

ONLINE/FINANCIAL FRAUDS: <https://www.varninainternetu.si/spletna-higiena-spletne-prevare>

ROMANTIC SCAM: <https://www.varninainternetu.si/spletna-higiena-ljubezenske-prevare>

3) TV CAMPAIGN – we conducted media buy for TV advertisement (15 seconds long) which was broadcasted on seven Slovenian TV channels with nationwide reach for one week (from 7 till 16 October 2019).

4) PR ACTIVITIES – each week in October we sent a press release to Slovenian media and related institutions addressing each topic (video and landing page) and promoting ECSM common message. Also European Commission in Slovenia supported our activities by promoting our videos on all video displays on buses in the capital city of Ljubljana and on video displays on buses in the second largest Slovenian city Maribor.

## Portugal

The Portuguese National Cybersecurity Center (CNCS), the national point of contact with ENISA and in charge of raising awareness on cybersecurity, in 2019, similarly to previous years, carried out an awareness campaign within the scope of ECSM, which included offline activities - conferences, workshops, talks, awareness interviews on radio programs and other initiatives - and online - cybersecurity tips, through the publication of posters, videos and posts on CNCS media channels.

In order to carry out this campaign, the CNCS had the involvement of national partners from different sectors - education, health, media, academia, industry and IT Associations - without which it would be difficult to reach so many people.

The effort to convey the message that cybersecurity is a shared responsibility had positive outputs this year, leading to the increase of the number of CNCS partners to carry out these initiatives, as well as to the number of initiatives (in 2019 the number of initiatives increased to 43, with the cooperation of 18 partners). These activities were carried out in 18 cities or localities, distributed throughout the country, in addition to the awareness initiatives carried out online by CNCS and its partners.

It was found that the dissemination materials available on the ECSM website and the sharing of the materials and information about campaigns that were being carried out by other countries were very useful and served as inspiration for activities and initiatives in other countries or places.

## Spain

During October, in the framework of the European cybersecurity Month, Spain organized more than 30 activities to promote awareness and culture in cybersecurity, including training courses,

workshops, conferences, awareness raising sessions, guidelines publications and some multimedia material.

There were several Organisms involved, at National and Regional level: National Institute for Cybersecurity (INCIBE), National Cryptologic Centre (CCN), National Security Department, Joint Cyber Command, National Centre for Critical Infrastructures and Cybersecurity (CNPIC), Law Enforcement Agencies, regional CSIRTs. Regarding the private sector, there were also many events and actions focused on that and related with the main campaign. All these Organisms and Companies spread information by using their communications channels (web, social networks).

There has been great variety of themes (IT security, cyber-attacks, ehealth, awareness, digital transformation, and how people can identify technology risks) including activities that will focus on the main 2019 ECSM themes –Cyber hygiene and Emerging Technologies. The most important event on October has been ENISE 13th edition of the International Meeting on Information Security. The conference was hosted in León, Spain and gathered top experts, investors and stakeholders in the sector, where more than 1.200 people attended. Other events and awareness campaign have been also took part.

## Sweden

### The Swedish 2019 ECSM-campaign Tänk säkert

We are very proud to have conducted an ambitious and successful campaign. We believe joining forces with other organisations sends a powerful message of unity and that cybersecurity is a shared responsibility. It is also an effective way to communicate.

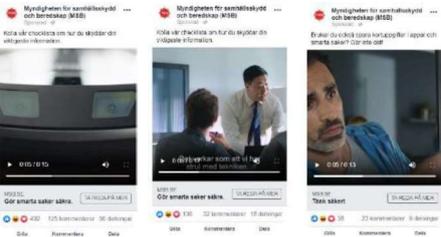
The 2019 Tänk säkert-campaign was coordinated at the national level by The Swedish Contingency agency (MSB) and the Swedish Police Authority in close collaboration with two dozen Swedish organisations from the public, private and non-profit sectors. This year we also encouraged additional organisations throughout the country, specifically municipalities and public libraries, to raise awareness and conduct activities during the month.

The main objective of the campaign was to help individuals and small businesses (0-10 employees) develop routine cyber hygiene habits. To achieve this, we described some of the most common threats online and provided simple, hands-on recommendations on how to avoid problems concerning emerging technologies (IoT), credit card fraud and passwords.

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Following are described some of the highlights of 2019 Tänk säkert- campaign:

Feature	Description
<p>Campaign site <a href="https://www.msb.se/tanksakert">https://www.msb.se/tanksakert</a></p> 	<p>Campaign materials such as campaign video, checklists and ECSM video and infographic 45 000 visits on campaign pages</p>
<p>Campaign video <a href="https://www.youtube.com/watch?v=qbUh1U7IqjM">https://www.youtube.com/watch?v=qbUh1U7IqjM</a></p> 	<p>A video consisting of six humorous scenes from home and office environments Full video 49 seconds Number of views: approximately 8 000 Average view duration: 47 seconds</p>
<p>The Swedish Contingency agency (MSB) and the Swedish Police Authority Facebook accounts</p>	<p>Total reach 650 000</p>
<p>Paid advertisement on social media</p> 	<p>Scenes from the main video turned into five short videos, 5x15 seconds</p> <ul style="list-style-type: none"> <li>Facebook: CTR 1,45 % (average CTR Facebook is 0,5-0,8 %), 1 106 682, impressions 4 686 488</li> <li>LinkedIn CTR 1,2%, impressions 300 251</li> </ul>
<p>Programmatic Display Advertising</p> 	<p>1 075 000 unique impressions Viewability 77,30 % (average viewability for programmatic display advertising is 65 %)</p>
<p>TV and cinema advertisements. Campaign video shortened to 30 seconds.</p> 	<p>Two national TV channels (TV4 and Sjuan) during two full weeks. Approximately 1 400 000 million views TV4-play 99,40% completion rate</p> <p>All cinemas across Sweden during the entire month Approximately 1 200 000 cinema-goers</p>
<p>Activities MSB and the Swedish Police</p> 	<p>Some of the activities conducted during the ECSM month:</p> <ul style="list-style-type: none"> <li>20 seminars, webinars, presentations all over Sweden</li> <li>30 radio and newspaper interviews</li> <li>Podcast #Företagarpodden #194. Protect yourself against IT crimes</li> </ul>

#Företagarpodden #194: Så skyddar du dig mot IT-brott

	<p>Campaign video shown on screens in, for example, all police passport offices, at 350 Handelsbanken offices and waiting rooms at several hospitals</p>
<p>Partner activities</p>	<p>A great number of internal and external activities such as seminars and newsletters</p>
<p>Survey targeting the public conducted by Novus at the request of Narva/MSB. 1011 interviews. September 2019.</p> <p>Survey targeting small businesses conducted by Företagarna, an organisation representing 60 000 entrepreneurs. 983 respondents. August 2019.</p> 	<p>Some of the findings include:</p> <p>One in four Swedes are worried about IT-related crime and almost one-fifth have been a victim of an IT-related crime. Despite this, almost half of the population exhibit a “high-risk behaviour” on the Internet</p> <p>Businesses do not have a greater security awareness than the general public</p>



## ABOUT ENISA

The European Union Agency for Cybersecurity, ENISA, is the Union's agency dedicated to achieving a high common level of cybersecurity across Europe. Established in 2004 and strengthened by the EU Cybersecurity Act, the European Union Agency for Cybersecurity contributes to EU cyber policy, enhances the trustworthiness of ICT products, services and processes with cybersecurity certification schemes, cooperates with Member States and EU bodies, and helps Europe prepare for the cyber challenges of tomorrow. Through knowledge sharing, capacity building and awareness raising, the Agency works together with its key stakeholders to strengthen trust in the connected economy, to boost resilience of the Union's infrastructure, and, ultimately, to keep Europe's society and citizens digitally secure. More information about ENISA and its work can be found here: [www.enisa.europa.eu](http://www.enisa.europa.eu).

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