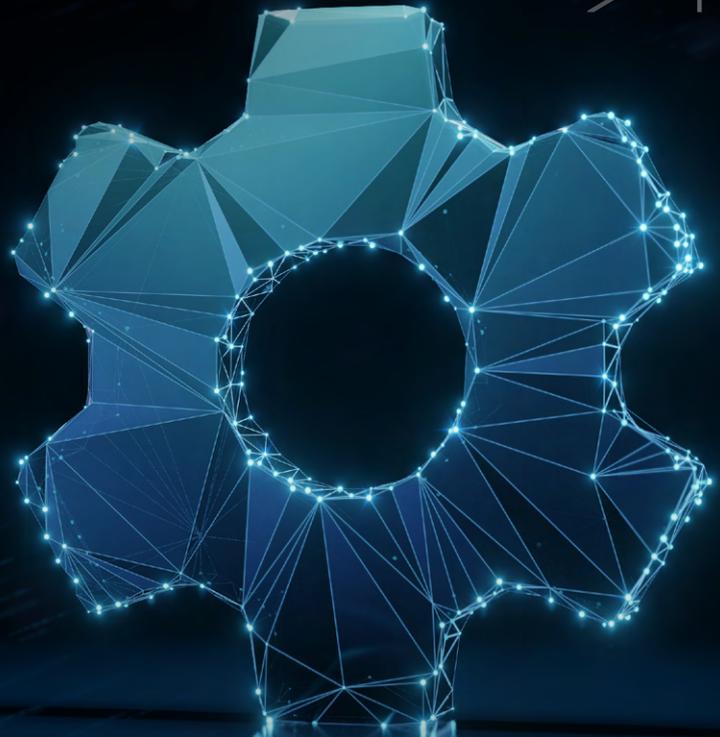




AR-IN-A-BOX

PROMOTION TOOLS AND CHANNELS



EUROPEAN
UNION AGENCY
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Catalogue number: TP-09-22-592-EN-N

ISBN: 978-92-9204-593-7

FOREWORD

The cornerstone of a successful cybersecurity-awareness campaign is passing on **the right messages to the target audience, through the right channels.**

Therefore, it is important to have a sound overview of the available tools and channels and to understand how they can best be exploited for different target groups. Since using one channel and one tool is not always sufficient, this guide presents an extensive – yet not exhaustive – list and analysis, taking into consideration the latest trends and developments in designing and implementing campaigns.

The first part of the document presents the above in brief through the tools and channels matrixes, which give a full overview of the pros and cons that each item presents.

The Annex provides detailed information on how to organise tools and channels in an activities matrix, which is a useful tool for any awareness-raising campaign.



THE TOOLS AND CHANNELS MATRIXES

When organising a campaign, it is really helpful – if not necessary – to create tools and channels matrixes, which are a visualisation of the tools that correspond to the various audiences, along with their pros and cons.

Please note that this list is not exhaustive and that each organisation needs to use tools most relevant to their specific activities and target audience (internal or external).

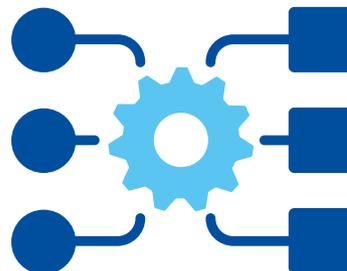


Table 1. Tools matrix

Tool	Audience	Type of activity	Best practices	Limitations
Visual identity	All	<ul style="list-style-type: none"> — In all campaign materials. — Mascot creation. 	<ul style="list-style-type: none"> — Coherent and representative of the organisation brand. 	<ul style="list-style-type: none"> — Difficulty in assessing return of investment and its general impact on the campaign through metrics.
Branding material (posters, digital wallpapers, web banners, etc.)	All (including multipliers)	<ul style="list-style-type: none"> — Part of the digital branding of the campaign, they may be used in multiple digital activities. 	<ul style="list-style-type: none"> — They should be downloadable and part of the digital toolkit provided to multipliers to promote the campaign. — It is important that they be aligned with the common visual identity, since they represent a large part of the digital footprint of the campaign. 	<ul style="list-style-type: none"> — Since the attention span of the audience shrinks when they see something online compared to in person, the promotional information provided by the different digital materials of the campaign may get lost among all the other information that exists online. Therefore, it is important to reinforce the campaign's messages through other tools as well.

continued

Tool	Audience	Type of activity	Best practices	Limitations
<p>Awareness toolkits (shareable graphs, already prepared and/or sample social media posts, charts, videos, infographics, factsheets, templates, etc.)</p>	<p>Educators General public Business owners / employers Large companies / small and medium-sized enterprises (SMEs) Public authorities Multipliers</p>	<p>— Useful for those aiming to transfer information to a larger audience. — Usually includes a variety of other tools (tip sheets, infographics, press releases, etc.) based on the audience and the campaign. — When using a multipliers kit, it is useful to include a step-by-step guide and timeline for the dissemination of the campaign's material, and a clear call to action.</p>	<p>— Targeted awareness toolkits may enhance the dissemination of the campaign's messages, so it is important to consider the targeted end users when designing content. — Ensure the main message of the campaign is reinforced by all the individual tools used within a campaign, to avoid misconceptions.</p>	<p>— Toolkits include a cluster of different materials, some of which may be underutilised or not utilised at all.</p>
<p>Infographics</p>	<p>All</p>	<p>— Present information quickly and clearly. — Improve knowledge by utilising graphics to enhance the human visual system's ability to see patterns and trends.</p>	<p>Why use infographics? Present timelines Visualise data and statistics Present a hierarchy Outline processes and how-to Make comparisons Present lists Show maps — Use lines, borders and shapes to group related information. — Use one contrasting colour to draw attention to key information. Tip: use a maximum of four colours. — Create a text hierarchy with three different font styles. — Use images, icons and illustrations to make key takeaways memorable. — High share rate on social media.</p>	<p>What to avoid? Media plans Confusing representation of data Too much text Complex charts Overuse of colour Too many icons and stock photos</p>

continued

Tool	Audience	Type of activity	Best practices	Limitations
Factsheets	All	<p>— A single page document containing essential information (facts and key points) about a product, service or other topic. Frequently used to provide information in a concise, clear and simple way, using straightforward language</p> <p>— They contain all key information, facts and figures around a particular topic, in a visual manner, with the help of files, charts, images, etc.</p>	<p>— A factsheet may act as an introduction for stakeholders and provide journalists with all the information they need to write on the topic.</p> <p>— Attract those who prefer shorter messages.</p> <p>— The language and content depend on the target audience.</p>	<p>— Since factsheets are brief presentations, there is limited space. This means limited amounts of information may be included. Information should not bury the facts.</p> <p>— Not appropriate for those who have difficulty reading.</p> <p>— Organisation of the information should be considered.</p>
Tip sheets	All	<p>— Tip sheets can be useful for all target groups, according to their message and the visual identity used.</p> <p>— May be used in different media, but are commonly found as social media posts, on the website (usually downloadable), in physical form (as leaflets disseminated during events and other promotional activities), and even as part of press releases, since they present information that need not be repeated in a uniquely visual way.</p>	<p>— Tailor the language and tips to each target audience and the cybersecurity threats they are facing.</p> <p>— The design of the tip sheets depends on their use (social media posts, website, leaflets, etc.)</p> <p>— Regarding content:</p> <ol style="list-style-type: none"> 1. use numerals in the headline – there is something psychologically enticing about them; 2. start the first tip immediately after the headline – an introductory sentence is not necessary; 3. begin each tip with a verb; 4. tell people what to do in the first sentence – if you use a second sentence, it should explain ‘how’ or ‘why’. 	<p>— Do not overload tip sheets with information (especially those used in social media posts). Highlight the most important elements of the sheet with visual cues.</p> <p>— Do not provide too many tips. They should be on one page and include 6 to 12 tips.</p>

continued

Tool	Audience	Type of activity	Best practices	Limitations
Videos	All	<ul style="list-style-type: none"> — Videos are among the most engaging tools. — Their format (animated, real life, etc.), content and duration depend on the audience and the channel used for distribution. 	<ul style="list-style-type: none"> — It is important to have a comprehensive message around which the whole video is designed. The final version of the product should be coherent to everyone involved before the beginning of production. 	<ul style="list-style-type: none"> — People usually spend less than 3 seconds deciding whether or not to watch the whole video, especially on social media. So, it should be engaging from the very beginning. — Videos are more susceptible to technological failures than other forms of communication.
Media materials (press releases and media briefings)	Media Multipliers	<ul style="list-style-type: none"> — An important tool in the dissemination of information regarding the launch and the most important elements of the campaign. 	<ul style="list-style-type: none"> — Press releases should be short, informative, relevant and newsworthy to guarantee their reproduction by the media and multipliers. — Add visual content to capture attention and allow readers to digest information more easily. — Build quality connections with journalists and bloggers. 	<ul style="list-style-type: none"> — They may not be presented or shared as they were sent. — Journalists receive press releases by the thousands and do not have time to read more than just a few lines. Some journalists may also consider them a bit outdated. — Although frequency (how often it is reposted) and referral traffic (how much) can be measured, it is hard to determine how many new leads have been generated based on a press release.

continued



Tool	Audience	Type of activity	Best practices	Limitations
Advertisements	All	— Advertising is the paid promotion of a campaign through a particular channel. It can have multiple formats and be communicated through multiple channels.	— When designing an advertisement, it is important to consider the following: (a) the target audience; (b) the channel to be used and how it corresponds to the target audience; and (c) the format of the advertisement (picture, infographic, video, audio, etc.) based on a combination of the other two factors.	— It is one of the most expensive forms of campaign dissemination. — Advertising is also closely linked to consumer products, a fact which may lead a portion of the population to negative connotation, even though a campaign may be built around awareness raising and fostering behavioural change.
Brochures	All (usually audiences that have shown interest in the campaign)	— Brochures are usually foldable, a characteristic that makes them stand out among other forms of print campaign tools. It also allows for more creative designs.	— Brochures provide information regarding the campaign's main messages, and should thus be catered to the targeted audiences and their preferences.	— Higher cost than other printed campaign materials (leaflets, flyers, etc.). – Difficult to digitalise since their foldable nature is part of their appeal as campaign tool.
Leaflets and flyers	All (including audiences that have not shown interest in the campaign)	— Leaflets and flyers are designed to be disseminated physically at large gatherings, even if they do not fit within the target audience of the particular campaign.	— Since people are not expected to spend a lot of time reading them, they should convey the most important information in a very creative and eye-catching way.	— A tool that is not particularly targeted at or tailored to a specific audience. It is aimed more at raising awareness about the existence of the campaign than on the actual initiatives.

continued

Tool	Audience	Type of activity	Best practices	Limitations
Reports and publications	Cybersecurity professionals Cyber knowledgeable	— Reports and publications assume the audience has knowledge of the subject. As such, they contain more in-depth information.	— Reports and publications should include an overview of the state of the cybersecurity environment. — Collaborations with members of academia and researchers can contribute to the legitimization of those reports/publications within the cybersecurity ecosystem.	— Usually time consuming to produce. — PDFs (Portable Document Format) are designed to be printed, while HTML (Hypertext Markup Language) is meant to be consumed online. It is not always possible to print a high-quality version of web-based content, so it requires one of the two approaches or both.
PowerPoint presentations	Multipliers	— PowerPoint presentations are mainly part of the multipliers kit. — They are useful tools when used as short presentations of the main features of a campaign.	— They should follow the visual identity of the campaign. — They should not rely on the text but on the inclusion of visual elements (such as graphics and charts), which can elevate the memorability of the presentation.	— Without a presenter, it may be considered less effective.

continued



Tool	Audience	Type of activity	Best practices	Limitations
	All	<ul style="list-style-type: none"> — Questionnaires and surveys help the audience gain a better understanding of the campaign. They enable the campaign results and the impact on the target audience to be monitored. 	<ul style="list-style-type: none"> — Questions should be clear and well presented to avoid misunderstandings. — It is important that each question be linked to the overall campaign, and the questionnaire must not be very time consuming to complete. — Better utilised before the launch of the campaign (to establish the audience's expectations and develop the campaign accordingly) or following the completion of parts of / the whole campaign (to monitor its results). 	<ul style="list-style-type: none"> — The audience may not respond to questionnaires or surveys. It is therefore recommended that incentives be provided, possibly in the form of an award.
Comic personas / mascots	All (possibility of different mascots)	<ul style="list-style-type: none"> — Part of the visual identity of the campaign. 	<ul style="list-style-type: none"> — Memorable characters. — Visual identity reinforcement. — Quick identification and flexibility. — Should be personalised for each target audience to allow for greater identification. 	<ul style="list-style-type: none"> — Characters require building up and definition. This can cause the campaign's message to be muddled and sidelined, due to the effort needed to build this new character. — It takes time and effort to create a personality. — User reaction is not easy to predict.

continued

Tool	Audience	Type of activity	Best practices	Limitations
Online self-diagnosis tools	All	<ul style="list-style-type: none"> — These tools assist with the constant monitoring of weaknesses and gaps in a system. They also help identify the types of network vulnerabilities to test for in the future. — They are developed by experienced security experts to quickly assess the current security status of individuals or organisations and recommend improvements. 	<ul style="list-style-type: none"> — Identify, detect, protect, respond and recover are the main self-assessment tools categories. — Provide results that can be used to assess the audience's risk of a cyberattack and to develop processes that mitigate risk. — Help pinpoint security gaps and best practices that should be regularly followed to avoid becoming a cyberattack victim. 	<ul style="list-style-type: none"> — The public may not be aware of or interested in such tools. — These tools cannot be personalised.
Games and simulations	SMEs / large companies Cybersecurity professionals Employees / remote workers / freelancers Educators	<ul style="list-style-type: none"> — Games and simulations can be found in multiple forms, both digitally and in real life. 	<ul style="list-style-type: none"> — Games can be used to encourage engagement and participation. — Games and simulations should be designed for a specific audience or address specific threats and topics. — The audience for this type of tool is often within structured environments (such as businesses) since they can be used both as tools for cybersecurity awareness and as team-building exercises. — Extremely effective tool in teaching new behaviours. 	<ul style="list-style-type: none"> — The parameters of the game or simulation should be carefully designed to avoid misuse and wrong conclusions to be drawn concerning cybersecurity. — The cost of their development is usually very high.

continued

Tool	Audience	Type of activity	Best practices	Limitations
Mobile applications	All	<ul style="list-style-type: none"> — They present the most efficient, direct and customisable way of delivering information about a product/topic and encourage the audience to remain loyal to a particular brand. — They may include information about the organisation, games/ quizzes, self-diagnosis and mobile testing (for internal or external communications). 	<ul style="list-style-type: none"> — Apps offer effective solutions for communicating with users and keeping them with the brand. 	<ul style="list-style-type: none"> — Expensive production and maintenance, along with continuous monitoring. — This can affect only those who have smartphones.

Table 2. Channels matrix

Channel	Audience	Type of activity	Best practices	Limitations
Social media				
Facebook (FB)	All	<ul style="list-style-type: none"> — FB pages present the basic characteristics of the campaign through posts. — FB groups help establish a digital community. — FB messages can be used as chat boxes with the audiences. — FB stories (less popular than Instagram). 	<ul style="list-style-type: none"> — FB provides descriptive analytics regarding the pages' audience along with the possibility of targeting specific audiences through ads, which can be used to better understand the appropriate day and time for posting. — FB allows multiple tools to be used (photos, videos, links, lives, etc.), which can be used to create a more comprehensive profile for the campaign. 	<ul style="list-style-type: none"> — As is the case with all online communities, since they are mostly based around user-generated content (UGC), FB groups need to be monitored and have a set of rules to follow. — It is important to monitor the content of the comments section to avoid bots, trolls and fake accounts entering the discussions, which could blemish the campaign's brand. — While FB is not considered to be an innovative social media platform, it is a staple that should be included in the social media mix of a communication campaign. — A general limitation for international social media campaigns is the language barrier. For instance, it is difficult to reach non-English speakers if the campaign is only in English.

continued



Channel	Audience	Type of activity	Best practices	Limitations
Instagram (IG)	Young adults Civil servants Business owners / employers Employees / remote workers / freelancers Educators Cyber knowledgeable Cyber beginners	<ul style="list-style-type: none"> — IG stories (extremely popular feature), usually photos/videos with call-to-action text. It allows interaction to take place with the audience through story reactions. — IG profile: promotes the campaign mainly through photo/video posts. — IGTV: longer videos (> 1 minute). — IG live: facilitates interaction with the IG audience. 	<ul style="list-style-type: none"> — IG is the best social media platform to develop the visual identity of a campaign, as it involves mostly pictures and other visual cues. — The engagement rate of IG appears to be higher than other social media (Facebook, Twitter). 	<ul style="list-style-type: none"> — IG posts do not allow the use of clickable links. — It is important to monitor the content of the comments section to avoid bots, trolls and fake accounts entering in the discussions, which could blemish the campaign's brand. — A general limitation for international social media campaigns is the language barrier. For instance, it is difficult to reach non-English speakers if the campaign is only in English.
LinkedIn	Cyber knowledgeable Civil servants Business owners / employers Employees / remote workers / freelancers SMEs / large companies Public authorities	<ul style="list-style-type: none"> — A LinkedIn page about the organisation that can present the basic characteristics of the campaign through posts. — LinkedIn groups that help establish a digital (usually professional) community, though they are not accessible through business profiles, only via personal ones. — LinkedIn stories (less popular than Instagram). 	<ul style="list-style-type: none"> — As the most professional-oriented platform among social media, LinkedIn can be used to strengthen the bonds with the audiences of business-oriented campaigns. — Cybersecurity communities within LinkedIn groups can be a great tool in building digital communities around cybersecurity information exchange. 	<ul style="list-style-type: none"> — As is the case with all online communities (since they are mostly based around UGC), LinkedIn groups need to be monitored and have a set of rules for members to follow. — A general limitation for international social media campaigns is the language barrier. For instance, it is difficult to reach non-English speakers if the campaign is only in English.

continued



Channel	Audience	Type of activity	Best practices	Limitations
Twitter	Cyber knowledgeable Cyber beginners Senior citizens Civil servants Business owners / employers Employees / remote workers / freelancers Educators	— Tweets: short messages (< 280 characters) and to the point. May be accompanied by photos/videos/URLs (uniform resource locator).	— Participation in Twitter dialogue with members of the community, especially through the use of current references, may reflect well to the brand of the campaign. — It is important to have in mind the audience of the campaign, which should be reflected in the language chosen for the tweets (e.g. a young v a mature audience).	— It is important to monitor the content of the comments section and the retweets to avoid bots, trolls and fake accounts entering the discussions, which could blemish the campaign's brand. — A general limitation for international social media campaigns is the language barrier. For instance, it is difficult to reach non-English speakers if the campaign is only in English.

continued

Channel	Audience	Type of activity	Best practices	Limitations
TikTok	Young adults	<ul style="list-style-type: none"> — Short, entertaining videos aimed at younger generations. 	<ul style="list-style-type: none"> — TikTok's algorithm promotes shorter videos (preferably 10 to 15 seconds). — It is essential to follow up videos that gain traction quicker than other platforms, as engagement speed and variety are important on TikTok. 	<ul style="list-style-type: none"> — TikTok is the newest social media channel. Boasting some innovative characteristics, it is popular among young people. However, there are serious concerns about privacy. As such, it is advised to use TikTok in moderation and in coordination with other channels. — Similarly, it is important to monitor the content of the comments section to avoid bots, trolls and fake accounts entering the discussions, which could blemish the campaign's brand. — A general limitation for international social media campaigns is the language barrier. For instance, it is difficult to reach non-English speakers if the campaign is only in English.
YouTube	All (depends on the campaign)	<ul style="list-style-type: none"> — YouTube videos (their length and content depend on the audience and theme of the campaign). 	<ul style="list-style-type: none"> — YouTube videos should include all video material produced in a campaign (possibly organised per campaign through the playlist function), to make them easily accessible. — It is also important to carefully design the search engine optimisation of the videos, which will allow them to pop up at the top of Google search results. 	<ul style="list-style-type: none"> — It is important to monitor the content of the comments section to avoid bots, trolls and fake accounts entering the discussions, which could blemish the campaign's brand. — A general limitation for international social media campaigns is the language barrier. For instance, it is difficult to reach non-English speakers if the campaign is only in English.

continued

Channel	Audience	Type of activity	Best practices	Limitations
Audiovisual channels				
Websites/ microsites	All	<ul style="list-style-type: none"> — All campaigns have a website and/or microsite, used as a campaign initiative hub where all information is available and all materials and tools are accessible. — A campaign-specific URL is usually easier to remember and can generate more traffic. 	<ul style="list-style-type: none"> — They should be easy to navigate and provide all the necessary information. — They should reflect the visual identity of the campaign. — The addition of well-placed, well-designed calls to action (think buttons) can make all the difference when it comes to improving your conversion rate. 	<ul style="list-style-type: none"> — International campaigns may suffer from a lack of different language options on their website. The use of English as the main language is considered the safest choice. — They require more time and effort in maintaining.
Blogs	All (depends on the campaign)	<ul style="list-style-type: none"> — A regularly updated part of the campaign, blogs allow more informal issues to be discussed and provide the opportunity to delve into multiple issues. 	<ul style="list-style-type: none"> — It should be easily accessible and updated, usually as part of the website of the campaign. — Blogposts should cover many issues and present the latest news. — The existence of a comments section may provide the opportunity for direct feedback on elements of the campaign. — Content that can be revisited any time. 	<ul style="list-style-type: none"> — It is important to monitor the comments (if available) to avoid bots, trolls and fake accounts entering in the discussions, which could blemish the campaign's brand. — It is time consuming to maintain a consistent blog presence. — Since there is a variety of cybersecurity topics and various target audiences, the blogposts may not be centred around certain audiences. As such, they may lose thematic appeal and language consistency.

continued

Channel	Audience	Type of activity	Best practices	Limitations
Emails/ newsletters	All (depending on the campaign)	— Easy way to get in touch with existing audience and inform them about new campaigns.	— As a channel, emails offer low risks and high rewards. They are considered among the most effective ways of communicating with a target audience. — It is important to include a call to action, targeting the appropriate audience, which can contribute to increasing website and social media traffic.	— GDPR rules should always be followed when communicating digitally and especially through email. — Long and frequent email updates may discourage the audience from actually reading the emails. As such, it is important to strike a balance between the dissemination of information and the audience's need for this information to be short and precise.
Helplines / hotlines / chat boxes (integrated into the website)	Cyber beginners Senior citizens Business owners / employers SMEs	— Direct communication with the audience via telephone or online. — They are able to respond to pre-written keywords or commands programmed by a developer (simple), or use artificial intelligence to understand basic language and communication and respond with multiple suggestions (advanced).	— Direct communication with the audience that ensures immediate response to audience questions. — More efficient communication since assistance is available 24/7. They can also simulate human interaction through speech patterns.	— Costly method of communication, especially if it includes real people answering calls. — It may not be possible to answer all questions raised.

continued

Channel	Audience	Type of activity	Best practices	Limitations
Podcasts	Cybersecurity professionals Cyber knowledgeable	— A channel used to communicate with individuals who have a cybersecurity background and wish to enrich their knowledge.	<ul style="list-style-type: none"> — Best for individuals who have already showed an interest in the topic. — They should be targeted and have a short/medium length (< 20 minutes), be available in multiple podcast platforms and include two or more speakers, as multiple voices captivate the user's attention more easily. — The production of multiple episodes on different topics is recommended. 	<ul style="list-style-type: none"> — As a one-way channel, it is difficult to gather feedback from the audience, which could help in responding to questions raised or to tailor the content better to meet their needs. — Finding and reaching the appropriate target audience, as the podcast media space has become competitive and difficult to navigate. As such, it is important to promote the podcasts in multiple mediums, in order to reach the appropriate audience.
Traditional media				
Newspapers/ magazines (printed and digital)	All (depending on the subject and the specialisation of the newspapers and magazines)	<ul style="list-style-type: none"> — Specialised magazines and newspapers can be used to target more specific audiences (i.e. young adults, businesses). — An organisation can either produce its own newspaper or magazine or purchase a placement and advertorial. 	<ul style="list-style-type: none"> — Newspapers and magazines are more effective when the target audiences are specific. — Readers generally perceive print content as credible, compared to advertising delivered via other media. — It usually requires a half-page or full-page ad and the use of colour to stand out from hundreds of box ads that look similar. 	<ul style="list-style-type: none"> — It can be a costly endeavour. — Since content should be delivered 4 to 6 weeks prior to publication, this limits ability to present a timely message. — Print newspaper circulations are on the decline.
TV	Cyber beginners Senior citizens	— As a more traditional channel, campaign promotion on TV is based on paid ads in targeted countries.	<ul style="list-style-type: none"> — It is an effective channel to reach a wider audience and particularly cyber beginners. — Allows creative stories to be produced. 	— TV ads are typically the most expensive activity.

continued

Channel	Audience	Type of activity	Best practices	Limitations
Radio	Cyber beginners Senior citizens	— As a more traditional channel, campaign promotion in radio is based on paid ads in targeted countries and areas.	— It is important for the ads to be in the language of the targeted audience.	— It is important for radio ads to be geographically and linguistically targeted, since radio broadcast is usually restricted in a specific country or area.
Events and interactive sessions (participation or organisation) (1)				
Discussion forums	Cyber knowledgeable Cyber beginners Cybersecurity and IT professionals	— Electronic message boards that allow asynchronous communication to take place between community members on different topics. — Discussion forums offer the advantage of archiving discussions and encourage critical thinking. — The audience can react to content, share challenges, teach each other, learn by stating and understanding, clarify assumptions, experiment and develop new skills and ideas.	— Discussion forums are important to create online communities that can share experiences and knowledge. — They should be easily accessible (possibly through the website).	— Since they are mainly based on UGC, discussion forums should be monitored and members of the community should follow a clear set of rules. — They address a particular cluster of topics/audiences. A moderator (in this case the organisation) should decide which topics are considered out of scope.

continued

1 Even though the COVID-19 pandemic has prohibited physical gatherings, events remain one of the most effective activities to boost interaction, networking and awareness raising. A very common practice in the cybersecurity world is to establish cybersecurity dedicated periods (Cybersecurity Month or Week, Safe Internet Day) during which stakeholders and audiences are encouraged to engage in specific calls to action. Under this scope, events take the form of physical or virtual stunts, roadshows or social media challenges. Online or offline competitions are also a very common element of these types of activities.

Channel	Audience	Type of activity	Best practices	Limitations
Meetings	Cybersecurity professionals Business owners / employers SMEs / large companies Public authorities Multipliers	— Online or in-person gatherings of key target audiences can increase their involvement in the campaign.	— Meetings are an important part of community building, as they allow exchange of ideas. It is important to allow participants to actively take part in discussions. — It is important to have a concrete issue around which a meeting is held. An agenda is necessary. Also, the participation of experts will enhance the discussion and bring more participants.	— Meetings can be complex in their organisation, especially in-person meetings. — Poor attendance is a risk (both for online and in-person meetings). — There may be a language barrier between the participants, especially if it is a Europe-wide meeting.
Conferences	Cyber knowledgeable Cybersecurity professionals	— Conferences are usually organised around a specific theme that addresses individuals with experience and an interest in the field. These events typically aim to enhance participants' knowledge on the issue.	— Conferences bring together individuals who can contribute to creating collaborations and furthering their knowledge in the field. As such, it would be interesting to include a central incentive in the conference that will assist in innovation within the field (e.g. designing a pioneer cybersecurity solution in groups).	— Conferences can be complex in terms of organisation, especially if they are physical events.

continued

Channel	Audience	Type of activity	Best practices	Limitations
Seminars, workshops, webinars and training courses	All (depending on the topic)	<ul style="list-style-type: none"> — They can take place in person or online (webinars have dominated during the COVID-19 pandemic) and their themes and audiences can be particularly broad. — Usually part of educational and training activities. 	<ul style="list-style-type: none"> — Diploma certifications can be awarded following the completion of the seminar/ workshop/webinar as an incentive to participate. — When designing a webinar, it is essential to include interactive elements such as surveys and other tools, in order for participants to engage despite the remote atmosphere. — Create personas when designing the training and awareness material. It will offer a useful method for adopting an end-user-tailored approach. — Cybersecurity training and awareness material should address the target audience's needs, by including relevant topics and content. — Consider gamification. 	<ul style="list-style-type: none"> — There is a risk that not enough people will attend (whether it is online or in person). — It is important to link audience per training, awareness material and cybersecurity topic.
Massive open online courses (MOOCs)	Young adults Cyber beginners	<ul style="list-style-type: none"> — MOOCs are typically used for educational purposes, particularly for people with limited knowledge of a subject or issue. — The most important aspect of MOOCs is asynchronous learning. 	<ul style="list-style-type: none"> — Inclusion of animated characters (possibly the campaign mascot) may enhance the course through immersion of the participants in the digital world. — Diploma certifications may be awarded upon completion of a MOOC as an incentive for participation. 	<ul style="list-style-type: none"> — The language barrier may prevent people from participating. — MOOCs may need to be designed in multiple targeted languages. — Training may appear impersonal due to lack of interaction.

continued



Channel	Audience	Type of activity	Best practices	Limitations
Competitions	Young adults Cybersecurity and IT professionals Cyber knowledgeable Cyber beginners	— An interactive way to raise interest and awareness around cybersecurity issues, especially among younger ages.	<ul style="list-style-type: none"> — Prizes should be compelling to the target audience to increase participation. — Competition should be built around different levels (based on age or cyber knowledge) to include people from different backgrounds. — They can be connected to larger campaigns or cybersecurity dedicated periods (Cybersecurity Month or Week, Safe Internet Day, etc.). 	<ul style="list-style-type: none"> — Lower or higher number of guests or attendees than expected. — Budget and location constraints.



Tips and tricks for effective communication in social media

Editorial style

The editorial style of your campaign's materials should be homogeneous across all social media channels and follow the basic rules below, which render communication consistent and easily relatable to everybody.

Social media posts

The posts' length can slightly vary depending on the channel:

- **Facebook:** 70 to 80 words (hashtags and tags included);
- **Instagram:** 65 to 85 words (hashtags and tags included);
- **Twitter:** 200 to 250 characters (hashtags and tags included, considering the 280-character limit);
- **LinkedIn:** 200 to 500 characters (hashtags and tags included).

Hashtags

A hashtag creates a topic that users will find more easily. If, for example, the hashtag '#CyberSecurityMonth' is included in your latest Instagram post, all users potentially interested in that topic could find your profile by entering that search. When a specific campaign needs to be activated, it is advised you create its own hashtag

and use it when referring to it or when releasing its content on the web.

Depending on the content and channel, different hashtags can be added:

- **Facebook:** one hashtag about a topic;
- **Instagram:** five hashtags about a topic;
- **Twitter:** two hashtags about a topic;
- **LinkedIn:** two hashtags about a topic.

When possible, hashtags should be included in the copy (text) of the posts.



Tags

Tags relevant to the campaign are always present in every social media post. Tags are chosen based on the topic addressed in each post and can generally be divided into:

- professionals who work with the internet;
- institutions, partnerships and stakeholders;
- related initiatives.

Emojis

Emojis are a useful means to communicate on social media, as they help convey specific feelings and empathise with the audience. Emojis are chosen depending on the topic addressed in each post. One example would be to use the country flag when talking about a specific country.

Calls to action (CTAs) and questions

When possible, CTAs and questions are included in the copy (text) of the posts to generate more engagement from the audience.

Links

Links are always added to social media posts to lead traffic to a specific website or the site of the organisation. When this is not possible (e.g. in Instagram posts), links are included in the bio (the section on Instagram where you enter relevant information about your account that you want users to see). It is best to shorten links with a URL shortener before inserting them in a post.

Social media messages

It is possible to carry out different types of campaigns on social networks. Each social network and platform is appropriate for different types of campaigns, but the most important ones can be grouped according to their goal:

- reach and awareness campaigns (most relevant to the cyber-awareness purpose);
- engagement campaigns;
- traffic campaigns;
- follower and fan acquisition campaigns.

If your aim is to show your content or your social page to as many people as possible, then you need to create reach and awareness campaigns. By maintaining a low frequency cap, they are able to engage as many people as possible. They are useful for increasing brand equity or the popularity of your institution or business. If your aim is to promote the content of your post (image, infographic, video) and get a lot of reactions, then you need to create engagement campaigns. Engagement campaigns are shown to the audience most likely to engage with the platform's feed and posts.

If your aim is to receive visits to your website or your landing page, then you need to create traffic campaigns. Traffic campaigns show a link and a call to action that invites users to visit pages outside the social network. If you want to acquire fans or followers, there are special campaigns for this, but do note that not all social networks allow the launch of fan or follower acquisition campaigns (e.g. Instagram).



We always suggest creating multiple versions of the campaign content (with different text, images or call to action) in order to evaluate, through A/B testing², which is the best message for your audience. Remember that the more specific your target is, the more your campaign will be seen (impressions) and clicked (clicks) on. We always suggest starting with a broad target and then narrowing the field, if there is a positive response.

Best practices

- Posts should not be too long, as the concentration level of users is very low (a few seconds) and writing too much makes them lose interest.
- The text block should be broken up and enriched with emojis to make it easier and more pleasant to read.
- Emojis should be included in the text but be careful not to use too many. They should also be consistent and relevant to the topic.
- Hashtags are a fundamental part of the text, as they allow themes to be aggregated around keywords. Posts, especially on Instagram and Twitter, should be enriched by both campaign and generic hashtags that remind the audience of the topic (such as **#cybersecurity**, **#phishing**, **#awareness**), so as to be present in the search for

that particular hashtag and attract people that are interested in the topic.

- The aspect of synergy between institutions is very important, as it allows for greater visibility on social media. Campaign posts could therefore include tags of institutions/organisations/pages dedicated to specific topics that are related to the theme of the post.

² A/B testing (also known as bucket testing or split-run testing) is a user experience research methodology.

ANNEX

Creating the activities matrix

DEFINITION

The activities matrix gives an overview of the selected awareness-raising activities and indicates how they correlate with the following pre-established categories.

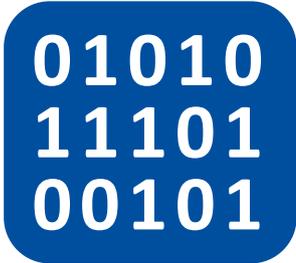
- **Category** is the activity category selected for the campaign. The following four categories are identified: **media**, **events**, **training** and **material**.
- **Target audience** is divided between 'general' and 'specific'. **General** means that the activity is not specifically applicable to one target audience but could be used in a different context. **Specific** means that the activity applies only to a specific target audience. The following target audiences can cover all types of stakeholders based on several criteria:
 - young adults (including students);
 - adults;
 - elderly people;
 - employees;
 - chief-level (C-level) management;
 - SMEs;
 - large organisations;
 - civil servants;
 - cyber knowledgeable;
 - cyber ignorant.

- **Occurrence** illustrates whether an awareness-raising activity is only applicable to a specific type of campaign, divided between **ad hoc**, **annual** and **on request**.

- **Expected level of impact** gives a score to the level of impact of an awareness-raising activity, with 1 meaning low impact and 3 meaning high impact. This also incorporates the scale of impact in terms of individuals reached and engaged.

- **Measurability** of an activity means whether the effect is easy to measure, with 1 being hard to measure and 3 being easy to measure.

- **Resources** show the number of resources needed to develop or execute a certain activity, with 1 meaning few resources are required and 3 meaning many resources are required.



01010
11101
00101

Table 3. Activities matrix

No	Activity	Category	Target audience			Occurrence	Delivery method	Expected level of impact	Measurability	Resources (people)
			General	Specific	Target group					
1	Videos	Media	X	X	Young adults (including students)	Ad hoc, on request	Online	2	1	2
2	Webinar/ seminar	Training	X			Annual, on request	Online, instructor led	2	3	3
3	Communication calendar	Material	X	X	National awareness-raising authorities, SMEs, large organisations	Annual	Online	2	2	1
4	Workshop	Training	X			On request	Instructor led, online	3	3	3
5	Cybersecurity in a box	Material	X	X	National awareness-raising authorities	On request	Online	3	2	3
6	Surveys/quizzes	Training	X			Annual	Online	2	3	1
7	Social media	Media		X	Young adults (including students), employees, cyber ignorant, cyber knowledgeable	Annual	Online	2	3	1
8	Computer-based training (CBT)	Training		X	Employees, SMEs, large organisations	On request	Online	2	3	2
9	Physical material	Material	X			Annual	Conventional	2	1	1
10	One-day campaign	Event	X			On request	Conventional	2	2	3
Advanced suggestions										
11	Gamification	Training		X	Young adults (including students), employees, C-level management	On request	Game based	2	2	2
12	Lunch and learn	Event		x	Civil servants, employees, cyber ignorant	Ad hoc, on request	Conventional	3	1	2
13	Role play simulations	Training		X	Employees	On request	Instructor led	3	2	3

continued

No	Activity	Category	Target audience			Occurrence	Delivery method	Expected level of impact	Measurability	Resources (people)
			General	Specific	Target group					
14	Phishing simulation	Training		X	Employees, C-level management, large organisations, SMEs	Ad hoc, on request	Simulation based	3	3	2
15	Podcasts	Media		X	Young adults (including students), cyber knowledgeable, cyber ignorant	On request	Online	3	1	3
16	Email	Media		X	Employees, large organisations, SMEs	Ad hoc	Online	1	3	1
17	Hacking demo	Training		X	Employees, large organisations, SMEs, cyber ignorant	On request	Simulation based	3	1	3
18	First-class competition	Event	X			Annual	Conventional, online	1	3	3

ANALYSIS OF SELECTED AWARENESS-RAISING ACTIVITIES

The following section provides a detailed analysis of the most common activities, accompanied by best practices and some advanced suggestions within each category.

Category I: media

This category provides an easy and accessible way of spreading security-awareness content among a broad public, channels that should be considered are TV, radio and social media. The different types of media make campaigns and their related activities more dynamic, strengthen the digital identity of the campaign and are a way to reach a large audience.



VIDEOS

Videos are a trendy and effective way to spread awareness-raising communication. They come in different formats such as vlogs (short 2 to 5 minute informational videos) and awareness-training videos. Video clips can grab the attention of the public in a dynamic way. For instance, the Europol European Cybercrime Centre published many content videos on security awareness, yet they ended this practice as infographics proved to be more cost effective and attractive to their audience.

Strengths

- Videos help catch the attention of a wider public through dissemination across different platforms (e.g. YouTube, LinkedIn, Twitter).
- Videos can convey the message of security hygiene in an accessible manner.

Limitations

- Videos require a relatively significant number of resources to produce, design and edit.
- If too long or not catchy enough, the viewer will stop watching before understanding the message.
- The message must be broad enough to reach a wide audience, and creative content often has different effects on different target audiences.

SOCIAL MEDIA

Social media can be a very effective communication channel during a campaign. The main channels used to reach a professional audience or cybersecurity experts tend to be LinkedIn and Twitter, while other channels such as Facebook, Instagram or TikTok can be used for specific target audiences, such as young adults or a cyber-ignorant audience.

Strengths

- Social media allows an organisation to interact with their audience in real time. For example, an organisation can use a Twitter chat and engage with the comments.
- Social media analytics always give feedback, even if engagement is limited, providing information on what people react to.
- It is a relatively easy way to connect with people, increasing awareness and getting the message across.
- The security-awareness message can be spread via existing social media channels, which makes them more accessible and effective.
- It helps the organisation reach out to a new circle of individuals outside of its usual network. For instance, the tone of the core message can be adapted for new channels in order to reach out to different groups of people.
- The use of social media channels often requires relatively few resources.

Limitations

The analytics generated from social media give an impression of trends, but do not represent public opinion and impact (a message will reach the already existing networks of an organisation first).

Generally speaking, social media channels are mostly suitable for short messages, so the impact of these messages is often limited.

ADVANCED SUGGESTION: PODCASTS

Podcasts can serve as a way of learning and listening while on the move. People tend to experience this as a good alternative to reading, because when they do not have time to read, they can easily listen to a podcast while walking, travelling or doing any other daily activity. This communication channel also allows in-house experts to talk in detail about a subject in an informal way. It can be used pedagogically (i.e. providing education or basic knowledge on a security topic), or for debating and sharing a more in-depth analysis on security for professionals (i.e. sharing real experiences from the job).

Strengths

- An accessible and user-friendly alternative for people to learn on the go.
- A way to exchange views and encourage experts from different backgrounds to participate, hence widening the audience of listeners (e.g. a security expert hosting the podcast and inviting a counterpart from a different sector).

- A way to either discuss security in a more accessible way or conduct more technical discussions on a topic.

Limitations

- Effective branding and promotion of the podcast is crucial to increase its reach. There is a risk that the podcast will be preaching to the choir – with only cybersecurity experts listening in.
- In terms of resources, it involves in-house or external experts, selecting a broadcaster (without political attribution) and involving a communications team.
- The success of the discussion remains uncertain as it will depend on the outreach.

Category II: events

Events are an active way to spread security-awareness content. In terms of impact, well-organised sessions can have a long-lasting impact on participants, they provide a way to engage directly with the target audiences and can be organised in many forms.

ONE-DAY CAMPAIGN

One good example is the Safer Internet Day, organised on behalf of the European Commission⁽³⁾. This day aims to raise awareness on the importance

3 Safer Internet Day, European Commission (<https://www.saferinternetday.org/en-GB/>).

of both a safer and a better internet, where everyone is empowered to use technology responsibly, respectfully, critically and creatively. Across the one-day campaign event, every national centre contributes by implementing awareness and educational campaigns.

Strengths

- A dedicated day to spread one clear message, reach a large audience and gather various groups of stakeholders across the EU. Strength is manifested in unity and the consistency of the message.
- A one-day campaign can serve as a catalyst for launching other initiatives and the roll out of other awareness-raising programmes.
- Designing the event with the target group is beneficial.

Limitations

- A one-day campaign will have limited effects on long-term behavioural change.
- This format reduces the possibility to discuss a wide range of security topics, but instead focuses on a specific one.
- If the day is inconvenient for the general public and requires physical attendance (e.g. working hours, school day), it may impact the success.

ADVANCED SUGGESTION: LUNCH AND LEARN

Along with providing the public or employee with an experience, a lunch and learn activity brings added value. Also named 'edutainment', this event combines education with entertainment. It maximises attendance, as people usually keep a lunchtime slot free from meetings and does not break the rhythm of the workday. It also facilitates taking a more informal and friendly manner.

Strengths

- A lunch and learn activity breaks the rhythm of conventional activities and preserves the objective of providing people with a full experience, while not taking them away from their workday.
- A lunch and learn addresses a small number of people, which facilitates a real exchange and maximises its impact.



- This activity combines knowledge sharing with a safe environment for debating with participants, which encourages participation (i.e. people feel less intimidated to ask questions and talk).
- The dynamism of the event can be enhanced by including a live hacking demo or role play simulation to draw on the curiosity of the participants.

Limitations

- The difficulty with these sessions is to make it interesting for all participants. The (complexity of) topics discussed will be perceived differently by participants with different backgrounds and knowledge levels. This can lead some participants to be bored while others are overwhelmed, reducing the attractiveness of the sessions.
- Although the scale of impact is high, it can only be addressed to a small group.
- There are associated costs, since the organiser has to sponsor a venue, service, along with beverages and food. Moreover, resources have to be invested in preparing the content of the discussion, aligning with the speakers and managing invitations and registrations.

Category III: training

Cybersecurity-awareness training comes in a variety of forms: some feed information to participants, such as online computer-based training (CBT) and instructor-led classrooms, while others are more active, such as demonstrations or role play. The aim of this activity is to raise people's security-awareness knowledge, and eventually embed a sustainable change towards more secure behaviour.

WEBINAR/SEMINAR

A seminar or webinar is a way to educate and inform a community of professionals, as it targets like-minded professionals with similar types of experiences. People registering to a seminar have a common interest in its topic and also see it as an opportunity to widen their network. Finally, it provides room for questions to be addressed in dedicated parts, usually at the end of each session.



Strengths

- A one-way presentation that is lecture driven allows an event to cover a security topic in depth.
- A webinar will have a wider outreach as it overcomes geographical limitations. Nevertheless, in both contexts, a seminar and webinar usually welcome a high number of participants.

Limitations

- Engaging with the audience can be challenging during a webinar, limiting interactive discussion.
- In an online setting, participants can get easily distracted and it is challenging for the speaker to determine the audience's mood and motivation.

WORKSHOP

A workshop can engage participants over a multi-hour schedule and last longer, over 1 or 2 days. The essence of a workshop is to make participants part of the experience and engage them during the activity. Questions are raised throughout a workshop, without being allocated a particular timeslot, thus stimulating more group discussions and exchanges of views across participants. In addition, a workshop allows organisers to share physical materials rather than only screening a presentation.

Strengths

- This activity is more hands-on and allows an organiser to build a real exchange with participants, whether they are cyber professionals or not.

- The workshop allows for more reflection and contribution from participants, which strengthens the activity's learning value.
- Participants are usually asked to take the floor to share their thoughts and views on a topic. In this way, a workshop can stimulate greater debate and sharing of different experiences and perspectives.

Limitations

- A good workshop requires a lot of preparatory work and resources. Setting up the storyline and developing all the (interactive) elements can be time and cost intensive.
- It is challenging to reach a large audience with a workshop. There is more value in small groups where more interaction is possible.

ROLE PLAY SIMULATION

Findings from interviews with experts highlighted the importance of giving people an experience when it comes to security awareness. It is necessary to provide people with a feeling that they can act in a secure way. Instead of only knowing what to do, they also need to feel empowered to act. This confidence can be established through role play, as, for example, simulating tailgating. People need to experience how it feels to be followed into a secure area so that they will know how to react in the real world.

Strengths

- Providing the knowledge and skills to people so they remain alert.

- Empower people by letting them experience what to do in the event of a security incident.

Limitations

- Participants should be open to role play and not feel ashamed to go along in a role simulation. Depending on the person, it could take some effort to encourage participation. In that sense, it is not accessible to all.

COMPUTER-BASED TRAINING

CBT is a central component of comprehensive security education and behaviour-management programmes. CBT delivers a learning experience through computing devices, such as computers, tablets or smartphones. They often include a learning management system or a sharable content object reference model, which makes measuring the results accessible. CBT is offered by a broad range of security-awareness vendors such as Terranova, KnowBe4 and Proofpoint.

Strengths

- Focus, structure and duration of the content delivered by CBT can vary. This makes it easy to tailor the training to the right target audience.
- Security-awareness CBT is suitable for organisations of all sizes and is particularly useful to geographically distributed organisations that need common security performance across all groups.

Limitations

- CBT requires personal responsibility from the participants to complete the courses. Participants with low motivation may fall behind.
- A CBT lacks human interaction, which makes it harder to accomplish actual behavioural change. It can be challenging for users to understand the relevance and added value of the assignment.

ADVANCED SUGGESTION: GAMIFICATION

Gamification allows for a playful approach to awareness-raising activities and can be produced via specific applications or be incorporated into other activities.

Cyber escape rooms are a notable example of this, but many other examples exist, such as game applications for mobile devices that incorporate cybersecurity awareness. Team-based gaming can strengthen team culture by engaging all the members of a team. Gamification brings a dynamic touch to providing an experience to the learner. Because the activity is outside of the daily routine or usual training, learners feel more motivated and are driven by curiosity.

Strengths

- Gamification promotes healthy competition, people tend to be more involved when they compete with other individuals or departments.
- Well-designed game experiences encourage learners to think of their lessons as real-world experiences, thus increasing the chances of retention.

Limitations

- The development of an effective game-based learning tool is cost and resource intensive. These costs depend on the design and technical specifications but are often high.
- Security-awareness training through gamification requires some basic computer skills. People should know how to access and use online gamification platforms, which could make this solution unsuitable to different target audiences (e.g. elderly people and cyber-ignorant audiences).

Category IV: material

This entails all the physical and online material that can help in the execution and dissemination of an awareness-raising campaign.

PHYSICAL MATERIAL

Physical material, such as posters, leaflets and banners, are a good way to catch people's attention and reinforce the behaviour in ways that encourage compliance. A good example of physical security-awareness materials are the cartoons from the French National Agency for the Security of Information Systems (ANSSI) for European Cybersecurity Month⁽⁴⁾. Humour and art were chosen as a way to raise awareness about cybersecurity (see Figure 1). Another good example is to incorporate

⁴ ANSSI, 'Raising awareness on cybersecurity through cartoons' (<https://www.ssi.gouv.fr/actualite/raising-awareness-on-cybersecurity-through-cartoons/>).



Figure 1. ANSSI cartoons



Well yeah, i opened the attachment....
But not for long!

a safety moment, a PowerPoint slide, that can be used by all employees at the beginning of their meetings to establish a strong security culture.

Strengths

- Quick and easy way to grab someone's attention and spread a single message. Humour can be a key success factor, though cultural differences need to be considered.
- Different posters, leaflets and banners can be aligned with specific risks.
- Easy to post physical material at frequently visited places of an organisation or in a publicly accessible space (e.g. canteen, coffee corner, reception). This also reinforces the visual identity of the campaign, where digital and physical mechanisms complement one another.

Limitations

- In times of hybrid working, it is harder to reach an audience with physical material.
- Physical material is not a durable source of information, as material (i.e. leaflets or brochures) can easily be lost or degraded.

COMMUNICATION CALENDAR

A communication calendar includes all the details (e.g. date, sender, recipients, communication channel and key message) about every communication activity included in a campaign and can help with streamlining how activities will be organised. If the

calendar is published, it can simultaneously raise awareness. A communication calendar could be used to showcase the campaign to the target audience and wider public so that they know what events are coming up and how to register. This is a first step in communicating about awareness: it is a call for action. It also helps those involved in the campaign to have the same vision and organise their activities around the same schedule.

Strengths

- Visualises milestones for all those involved in the campaign and communicates the same vision.
- Shows target audiences or a wider public the full range of possibilities for them to participate in.
- Shows a wider public the initiatives undertaken by the organisation to tackle cyber awareness and shares the message that it is time to act.

Limitations

- Showcasing all activities can overwhelm people.
- Participation and attendance remain uncertain.
- Measurement of impact remains limited.

This requires solid organisation. Once the calendar is communicated, it is challenging to make changes and take a step back (e.g. cancel events or speakers).

SURVEYS/QUIZZES

Surveys and quizzes are great measurement mechanisms, both in the preceding and following-up phase of a security-awareness programme. They are useful for determining the strengths and weaknesses of a specific target audience, in terms of their security-awareness knowledge and the gaps between current habits and desired security best practices.

Strengths

- Surveys and quizzes allow the audience to directly give feedback, after answering the questions.
- Surveys and quizzes can be used to measure impact. They are commonly used as a baseline measurement before a campaign and as an impact assessment upon its completion.

Limitations

- Finding the right balance between a reliable and user-friendly survey can be challenging. For a survey to be reliable, multiple answers are required on each topic. At the same time, the survey should be short and simple to keep it user friendly. These two requirements do not always coincide.

ADVANCED SUGGESTION: FICTIONAL CHARACTER/MASCOT

Introducing a fictional security-awareness character or a mascot is another useful way to spread a campaign message and engage with the public. A mascot can share information across an organisation, including questions and reflections about secure behaviour and practices. A strong security character will attract people's attention and bring the key message to life.

Strengths

- Security mascots engage interactively with the public and enable the continued presence of the security-awareness message.
- This can support an informal way to discuss security and engage with a wider public.

Limitations

- People need to feel drawn to the fictional character, otherwise it would not help raise awareness and change behaviour.



ABOUT ENISA

The European Union Agency for Cybersecurity (ENISA) is a centre of network and information security expertise for the EU, its Member States, the private sector and Europe's citizens. ENISA works with these groups to develop advice and recommendations on good practice in information security. It assists EU Member States in implementing relevant EU legislation and works to improve the resilience of Europe's critical information infrastructure and networks. ENISA seeks to enhance existing expertise in EU Member States by supporting the development of cross-border communities committed to improving network and information security throughout the EU. More information about ENISA and its work can be found at www.enisa.europa.eu.

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