Five Ways to Make Your Virtual Cybersecurity Awareness Month a Success

Cybersecurity Awareness Month 2020 is 100% virtual for most organizations. This presents great opportunities to engage employees in completely new ways. Here are five creative ways to help you think outside of the proverbial box as you make this October virtual:

1 *Add a little virtual competition:* Reporting real world phishing is an easy, actionable and measurable way to reduce risk for your organization. Competition is enough to get most people interested. Simply launch an initiative that rewards employees who report the most phishy emails (mock or real) during the month of October and announce the winner at the end of the month.

2 *Get leadership involved:* Enlisting executives outside of the security team to convey your message can significantly improve the outcomes of your efforts. To improve your security posture consider having the executives share a simple message asking employees to do a specific action that reduces your organizational risk. Actions such as enabling a password manager or reporting real world phishing can make a big impact.

3 **_Publicly acknowledge champions:_** Recognition is a key factor in motivating better security behaviors. Reward security champions by praising them via email and include their boss on the communication and/or announce the champions efforts at a company wide meeting.

4 **_Make it relevant:_** Employees have a lot on their minds. Consider a virtual lunch and learn that strikes a personal chord and teaches employees how to secure their new work from home environment and ways to keep their family and kids safe online too. To keep competition alive you can give points to those who participate in your event and let them know how they are doing in comparison to their peers.

And, last but not least...

5 **_Make it fun:_** Asking employees to take time from their busy schedule to take traditional check the box security training can be a huge ask. Asking employees to engage in gamified security training or virtual security bingo is easier.

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