



STAKEHOLDER COMMUNICATIONS PACK

Business in the Community:

Would You Be Cyber Ready? Cyber Security Awareness Month

28th – 31st October 2019

This document contains suggested copy for social media to be used by the Business in the Community network for the *Would You Be Cyber Ready?* Campaign, which will run from Monday 28th- Thursday 31st October.

The copy in this document should be posted alongside the corresponding images in the attached zip file. Please use this as a guide and feel free to adapt as you feel appropriate to your organisation. However, to ensure consistency across the campaign please apply the official handles, hashtags and links in this document.

In this document you will find:

- 4 LinkedIn & Twitter posts
- 4 images to sit alongside the posts

If you have any problems accessing any of these files or if you need further guidance, please contact Hannah Noble at Hannah.Noble@bitc.org.uk

Day 1: Cyber Preparedness

The importance of maintaining a good web presence as an integral part of your cyber hygiene

TWITTER

Cyber hygiene. Hackers can smell when it's lacking.

Would You Be Ready?

Read the [BITC Web Presence Guide](#) for small businesses.

Be cyber safer

Join the @BITC [Would You Be Ready? Community](#)

#cybersafer #WouldYouBeReady?

SUGGESTED ASSET:



LINKEDIN

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SUGGESTED ASSET:



Day 2: Cyber Preparedness

The importance of effective passwords as a means of protecting your business

TWITTER

Wombat. Cheese. Bog.

Stop a cyber attack with 3 random words.

Would You Be Ready?

Find other effective password tips in @BITC's [Password Manager guide](#)

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SUGGESTED ASSET:



LINKEDIN

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#cybersafer #WouldYouBeReady?

SUGGESTED ASSET:



Day 3: Cyber Response & Recovery

Ways to resolve cyber incidents and keep key stakeholders informed

TWITTER

Ghostbusters?

Who would you call in case of a cyber-attack?

Be cyber safer.

Read the NCSC [Response and Recovery guide](#)

Join the @BITC [Would You Be Ready? Community](#)

#cybersafer #WouldYouBeReady?

SUGGESTED ASSET:



LINKEDIN

Ghostbusters?

Who would you call in case of a cyber attack?

Read the NCSC [Response and Recovery guide](#) on the BITC website

Join the @BITC [Would You Be Ready? Community](#)

#cybersafer #WouldYouBeReady?

SUGGESTED ASSET:



Day 4: Importance of Cyber Resilience

Reiterate the importance of protecting your business

TWITTER

60% of UK SMEs went out of business after a cyber-attack.

Thousands of small businesses ceased trading less than 6 months after a cyber-attack.

Be cyber safer. Read NCSC's [5 tips on small business cyber security](#)

Join the @BITC [Would You Be Ready? Community](#)
#cybersafer #WouldYouBeReady?

SUGGESTED ASSET:



LINKEDIN

60% of UK SMEs went out of business.

Thousands of small businesses ceased trading less than 6 months after cyber-attack.

Be cyber safer. Read NCSC's [5 tips on small business cyber security and insurance](#)

Join the @BITC [Would You Be Ready? Community](#)
#cybersafer #WouldYouBeReady?

SUGGESTED ASSET:

