'PROTECT YOUR Pa$$W0rD': Cybercrime campaign

Social media pack, 2022

Pa$$W0RD C0NFU5#0N?

PROTECT YOUR Pa$$W0RD
IN 3 EASY STEPS

1. CREATE A SEPARATE PASSWORD FOR YOUR EMAIL ACCOUNT
2. USE 3 RANDOM WORDS
3. TURN ON TWO-FACTOR AUTHENTIFICATION (2FA)

SHARE THESE 3 STEPS WITH 3 FRIENDS

ourwatch.org.uk/passwords

Neighbourhood Watch Network is a charity registered in England & Wales. CIO No. 1173349

Cybercrime is a growing concern, and we know there is a sea of information out there around how to best protect yourself online which can quickly get confusing.

As part of our Cyberhood Watch initiative, launched in 2019 in partnership with Avast, we are re-running a **PROTECT YOUR Pa$$W0Rd** campaign that we initially ran in 2020.

The fresh, thumb-stopping social campaign is aimed at providing everyone (Neighbourhood Watch members, and non-members alike) with **3 easy steps** to be more secure online.
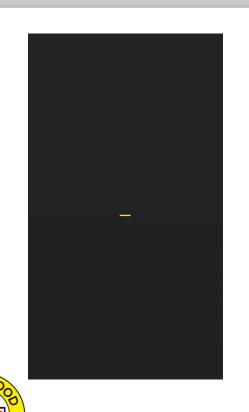
We are encouraging everyone to:
- Follow the 3 easy steps
- Visit our **Password protection** crime-prevention page for more advice
- Share the 3 steps with their family, friends and neighbours.

Pa$$W0rD C0NFU5#0N

Managing your online passwords can be overwhelming - from which characters to use to remembering what it is in the first place! **#ProtectyourPaSSW0rD** with our 3 easy steps to help you stay safe online. **ourwatch.org.uk/passwords**

*Tag Neighbourhood Watch with **@N_watch** on Twitter, **@ourwatch** on Facebook, and **@neighbourhood.watch.insta** on Instagram posts*

Download animation:

- 1080 x 1080
- 9 x 16

WE ALL GET Pa$$W0rD C0NFU5#0N

WE CAN HELP IN 3 EASY STEPS

ourwatch.org.uk/passwords

Neighbourhood Watch Network is a charity registered in England & Wales. CIO No. 1173349
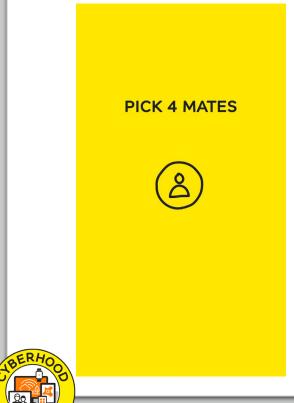
Download statics:

- Twitter
- Facebook / Instagram

Please promote our **PROTECT YOUR Pa$$W0rD** campaign by sharing our social media videos and images and suggested wording.

PICK 4 MATES

Cybercrime affects everyone, including young people: 1 in 5 of us will be victims. **#ProtectyourPaSSW0rD** is a quick and easy way to protect yourself and prevent anyone accessing your bank details or private photos! Just follow our 3 easy steps to **ourwatch.org.uk/passwords**

Tag Neighbourhood Watch with **@N_watch** *on Twitter,* **@ourwatch** *on Facebook, and* **@neighbourhood.watch.insta** *on Instagram posts*

PICK 4 MATES

Download animation:

- 1080 x 1080
- 9 x 16

1 IN 5 OF US EXPERIENCE CYBERCRIME

DON'T BE THAT 1

ourwatch.org.uk/passwords

Neighbourhood Watch Network is a charity registered in England & Wales. CIO No. 1173349

Download statics:

- Twitter
- Facebook / Instagram

CYBERHOOD WATCH

Please promote our **PROTECT YOUR Pa$$W0rD** campaign by sharing our social media videos and images and suggested wording.

3 EASY STEPS

#ProtectyourPaSSW0rD using our 3 steps for a quick and easy way to protect from you cybercrime. Just follow our 3 easy steps, and then share this post with at least 3 others. **ourwatch.org.uk/passwords**

*Tag Neighbourhood Watch with **@N_watch** on Twitter, **@ourwatch** on Facebook, and **@neighbourhood.watch.insta** on Instagram posts*

PROTECT YOUR Pa$$W0RD
IN 3 EASY STEPS

1. CREATE A SEPARATE PASSWORD FOR YOUR EMAIL ACCOUNT
2. USE 3 RANDOM WORDS
3. TURN ON TWO-FACTOR AUTHENTIFICATION (2FA)

SHARE THESE 3 STEPS WITH 3 FRIENDS

ourwatch.org.uk/passwords

Neighbourhood Watch Network is a charity registered in England & Wales. CIO No. 1173349

Download statics:

- Twitter
- Facebook / Instagram

Alternative copy for ALL posts

- Help us lock reduce cybercrime Introducing our new **#ProtectyourPa$$W0rD** campaign - it only takes 3 easy steps **ourwatch.org.uk/passwords**

- Neighbourhood Watch need your help to make sure whole communities **#ProtectyourPa$$W0rD** Find free resources to use and share here **ourwatch.org.uk/passwords**

- 1 in 5 of us will be victims of cybercrime. Don't be the 1. **#ProtectyourPa$$W0rD** and take and share these 3 easy steps: **ourwatch.org.uk/passwords**

- If strengthening your passwords is something you keep putting off, we've got 3 easy steps to help **#ProtectyourPa$$W0rD** **ourwatch.org.uk/passwords**

*Don't forget to tag Neighbourhood Watch **@N_watch** on Twitter, **@ourwatch** on Facebook, and **@neighbourhood.watch.insta** on Instagram*

Please promote our **PROTECT YOUR Pa$$W0rD** campaign by sharing our social media videos and images and suggested wording.

5