

'PROTECT YOUR Pa\$\$W0rD': cybercrime 2020 campaign

Social media pack, November 2020

Pa\$\$W0RD CONFU5#0N?



Introduction

PROTECT YOUR Pa\$\$WORD IN 3 EASY STEPS

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

NOW SHARE THESE 3 STEPS
WITH 3 FRIENDS

As we spend more time at home on our online devices, over one third (34%) of people now say that they're more concerned about cybercrime than physical crime.

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 have launched a **PROTECT YOUR Pa\$\$WORD** campaign.

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 share these 3 steps with their family, friends and neighbours.

The campaign launches on 9th November 2020 and runs for a month. We are asking for your help to **promote our campaign** during this time however you can use the campaign materials to promote safe passwords anytime beyond this.

Our [PROTECT YOUR Pa\\$\\$WORD campaign page](#) on our website supports you to deliver the campaign and our [Password protection](#) crime-prevention page provides clear and simple guidance on the 3 steps.

For more information see our [Press Release](#) which you are welcome to share with any press contacts you may have.



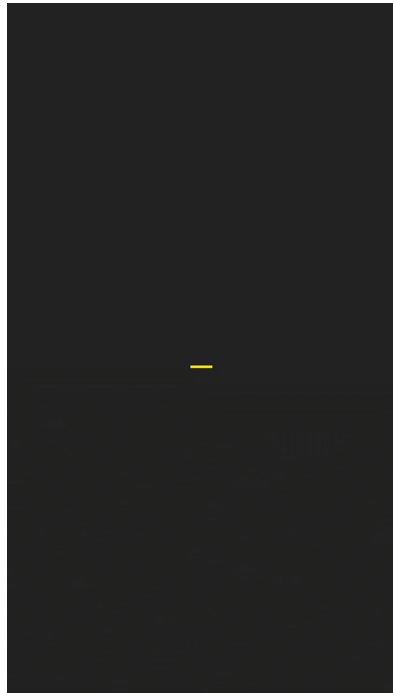
Campaign assets: Pa\$\$W0rD CONFU5#0N

SUGGESTED WORDING

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.

www.ourwatch.org.uk/passwords

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



Download Animation video:

- [Instagram / Twitter video](#)
- [Facebook video](#)



Download static image:

- [Instagram / Twitter image](#)
- [Facebook image](#)



Campaign assets:

PICK 4 MATES

SUGGESTED WORDING

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 www.ourwatch.org.uk/passwords

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PICK 4 MATES



Download static image:

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- [Facebook image](#)

**1 IN 5 OF US ARE
VICTIMS OF
CYBERCRIME**

**DON'T BE
THAT 1**



Campaign assets:

3 EASY STEPS

SUGGESTED WORDING

#ProtectyourPa\$\$W0rD 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.

www.ourwatch.org.uk/passwords

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

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WITH 3 FRIENDS

Download image:

- [Instagram /
Twitter image](#)
- [Facebook image](#)

Alternative copy for ALL posts

- Help us lock reduce cybercrime Introducing our new #ProtectyourPa\$\$W0rD campaign - it only takes 3 easy steps www.ourwatch.org.uk/passwords
- Neighbourhood Watch need your help to make sure whole communities #ProtectyourPa\$\$W0rD Find free resources to use and share here www.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: www.ourwatch.org.uk/passwords
- If strengthening your passwords is something you keep putting off, we've got 3 easy steps to help #ProtectyourPa\$\$W0rD www.ourwatch.org.uk/passwords

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



Suggested schedule for posting

We recommend the suggested schedule for posting however this is completely flexible.

For more information on the campaign please contact Deborah Waller, Senior Communications and Digital Manager at Neighbourhood Watch Network on deborah.waller@ourwatch.org.uk or 07495 415380.

	w/c 9 th Nov	w/c 16 th Nov	w/c 23 rd Nov	w/c 30 th Nov
Facebook (twice per week)	<ol style="list-style-type: none"> ‘Password confusion’ video ‘3 Easy steps’ image 	<ol style="list-style-type: none"> ‘Pick 4 mates’ video ‘Password confusion’ image 	<ol style="list-style-type: none"> ‘Password confusion’ video ‘Pick 4 mates’ image 	<ol style="list-style-type: none"> ‘Pick 4 mates’ video ‘3 Easy steps’ image
Instagram (twice per week)	<ol style="list-style-type: none"> ‘Password confusion’ video ‘3 Easy steps’ image 	<ol style="list-style-type: none"> ‘Pick 4 mates’ video ‘Password confusion’ image 	<ol style="list-style-type: none"> ‘Password confusion’ video ‘Pick 4 mates’ image 	<ol style="list-style-type: none"> ‘Pick 4 mates’ video ‘3 Easy steps’ image
Twitter (up to daily)	<ol style="list-style-type: none"> ‘Password confusion’ video ‘Password confusion’ image ‘3 Easy steps’ image ‘Pick 4 mates’ video ‘Pick 4 mates’ image 	<ol style="list-style-type: none"> ‘Pick 4 mates’ video ‘Pick 4 mates’ image ‘3 Easy steps’ image ‘Password confusion’ video ‘Password confusion’ image 	<ol style="list-style-type: none"> ‘Password confusion’ video ‘Password confusion’ image ‘3 Easy steps’ image ‘Pick 4 mates’ video ‘Pick 4 mates’ image 	<ol style="list-style-type: none"> ‘Pick 4 mates’ video ‘Pick 4 mates’ image ‘3 Easy steps’ image ‘Password confusion’ video ‘Password confusion’ image



Thank you for helping us stay 3 steps ahead of cybercrime!