

# CSAM Partner Communications

## Newsletter Templates

In response to your requests for newsletter templates during our bi-weekly partner meetings, we have provided you with a template of our internal communications that are sent out weekly. Please use the materials as you see fit. The link included is the registration form that should be embedded within these posts.

| Date                    | Link   | Title   | Post   |
|-------------------------|--|---|--|
| Week 1<br>(Pre-Launch)  | <a href="#">Cyber Security Ontario Learning Portal</a> | It's Almost Cyber Security Awareness Month!         | October is Cyber Security Awareness Month – an annual international campaign to raise awareness about the importance of cyber security. This year, Ontario's CSAM campaign is themed <b>Cyber Galaxy Defenders: Managing Digital Risks</b> . Throughout the month of October, participants will explore how to become a cyber defender through interactive games, videos, events and other educational material that address how to face cyber threats. Don't miss this amazing opportunity to level-up your cyber knowledge and collect those cyber tokens! Register starting September 15 <sup>th</sup> to participate and be entered for a chance to win some exciting recognition rewards. |
| Week 2<br>(Pre- Launch) | <a href="#">Cyber Security Ontario Learning Portal</a> | Cyber Security Awareness Month is Around the Corner | Are you ready for Cyber Security Awareness Month? This year the focus of the Ontario Public Service campaign is <b>Cyber Galaxy Defenders: Managing Digital Risks</b> . Throughout the month, participants will increase their cyber skills through weekly interactive games and videos within the virtual Cyber Galaxy that present simulated cyber security threats, defenses and response actions. Weekly challenges will enable registrants to level-up their knowledge and skills on various topics such as cyber security hygiene, phishing, password protection, and malware attacks to   |

| Date  | Link   | Title                                       | Post  |
|---|--|---|---|
|   |  |   | become a Cyber Galaxy Defender. Register today to become a participant, earn cyber tokens, and have a chance to win exciting recognition rewards!   |
| <p>Week 3<br/>(First week of campaign)</p> <p>Suggested Date: Oct 3</p>   | <a href="#">Cyber Security Ontario Learning Portal</a> | <p>It's Cyber Security Awareness Month!</p> | <p>It's officially Cyber Security Awareness Month- an annual campaign held each October that raises awareness about the importance of cyber security. This year <b>Cyber Galaxy Defenders: Managing Digital Risks</b> is focused on examining how employees and organizations can defend themselves against cyber attacks in the modern digital age. Register today for the chance to become a Cyber Galaxy Defender! There are plenty of engaging and interactive activities for you to increase your cyber security skills and learn how to stay cyber safe on social media platforms. Active participants will even have increased opportunities to earn cyber tokens and win exciting recognition rewards. Sign-up now!</p> |
| <p>Week 4<br/>(Second week of campaign)</p> <p>Suggested Date: Oct 10</p> | <a href="#">Cyber Security Ontario Learning Portal</a> | <p>Level-Up your Cyber Security Skills!</p> | <p>It's week two of Cyber Security Awareness Month! You will learn how to protect yourself against various social engineering attacks such as phishing. Sign-up now to gain access to interactive materials, games, blogs and articles on how to become a cyber security defender! Be sure to complete all the weekly activities to earn cyber tokens and increase your chances of winning recognition rewards at the end of the month.</p>   |
| <p>Week 5</p>   | <a href="#">Cyber Security Ontario</a>                 | <p>It's Week 3 of Cyber Security</p>        | <p>Did you know that strong passwords are the first line of defense against unauthorized access to your computer and personal</p>   |

| Date  | Link   | Title                              | Post  |
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| (Third week of campaign)<br><br>Suggested Date: Oct 17                          | <a href="#">Learning Portal</a>                        | Awareness Month (CSAM)!            | information? This week, you will learn the best methods to build a strong password. Check out the weekly blog, article, video and interactive games to learn more. Make sure to register for CSAM if you haven't already- you will have the chance to gain cyber tokens and be entered into draws to win some exciting recognition rewards!   |
| Week 6<br><br>(Fourth and final week of campaign)<br><br>Suggested Date: Oct 24 | <a href="#">Cyber Security Ontario Learning Portal</a> | Ransomware Attacks are on the Rise | It is week four of Cyber Security Awareness Month (CSAM)! This week you will learn what it takes to combat a ransomware attack. As a participant, you will gain access to exciting interactive materials where you will learn first-hand how to protect yourself against cyber threats. It is still not too late to register! Join now to earn cyber tokens and get the chance to win some great recognition rewards. |

## Partner Blurbs

This messaging has been approved by the Government of Ontario. These paragraphs about Ontario's Cyber Security Awareness Month and Cyber Security Conference can be used and customized to share with your organization.

### Cyber Security Awareness Month Campaign (CSAM)

This year, the theme of CSAM 2022 is **Managing Digital Risks**. Throughout the month, participants will increase their cyber skills through weekly interactive games and videos within the virtual Cyber Galaxy that present simulated cyber security threats, defenses and response actions. Weekly challenges will enable participants to level-up their knowledge and skills on various topics such as cyber security hygiene, phishing, password protection, and malware attacks to become a Cyber Galaxy Defender. Recognition rewards will also be available to CSAM participants as they gain points via virtual tokens for completing tasks. By participating in CSAM, participants will help to make Ontario more cyber secure as they learn what daily actions can be taken to manage digital threats and keep safe. CSAM registration begins September 15<sup>th</sup> on the

[Cyber Security Ontario Learning Portal](#). Once registered, you will receive weekly emails that give you access to newly released content on the [Learning Portal](#).

## **Cyber Security Conference**

On October 3, 2022, Ontario is hosting its second annual conference on cyber security in the public sector. This year's conference theme is ***Managing Digital Risks in the Broader Public Sector***. The hybrid, full-day conference will give participants multiple opportunities to engage both in-person and online through panel sessions led by cyber security experts, interactive learning exercises, and networking events. Throughout the conference, attendees will learn how their organizations can improve their cyber skills and knowledge to recognize and mitigate cyber threats. The conference is free of charge and available to anyone in the broader public sector. Registration is now open on the [Cyber Security Ontario Learning Portal](#).

Are you interested in partnering with us to promote Ontario's Cyber Security Conference? This is an opportunity for you to share your organizational brand while furthering cyber security in the broader public sector throughout the conference. To learn more about opportunities for partnership, please contact [cybersecurity@ontario.ca](mailto:cybersecurity@ontario.ca).