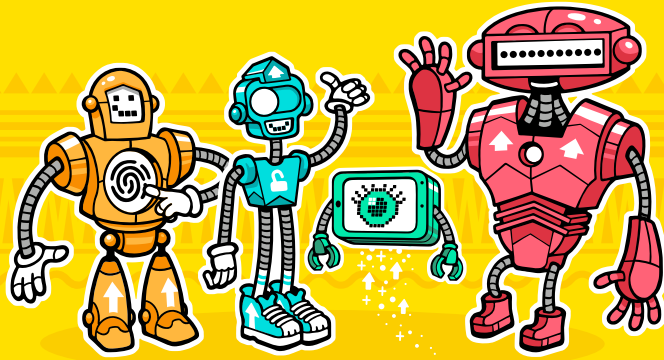


CYBER UP PACIFIC



CYBER SMART PACIFIC CAMPAIGN 2021 ///

Cyber Up – Welcome partners

Welcome to the PaCSON Cyber Smart Pacific campaign. We're thrilled to have you onboard and want to make it as easy as possible for you to look after the cyber security of your organisations, communities and countries.

This year Cyber Smart Pacific features four robots that represent the key steps in protecting your cyber security. The primary goal of the campaign is to empower everyone to step up their digital safety and security so they're less vulnerable to cyber-attacks.

What's the campaign

This year's Cyber Smart Pacific campaign is called CYBER UP, and is all about encouraging people to skill up and wise up, with four easy and actionable steps that are known to improve online security and protect against cyber threats.

The four Cyber Up steps are represented by four robots, which have been created uniquely for the campaign:

- > Upsize passwords
- > Upgrade to two-factor authentication
- > Uphold privacy
- > Update devices and apps

What's in the pack

In this partner pack you'll find all the instructions and assets you need to run a successful campaign.

Campaign instructions include:

- > Campaign outline power point
- > Social media guide
- > Web page layout guide

Campaign assets include:

- > 15 sec video
- > Posters
- > Social tiles
- > Web tiles
- > Flyer
- > Magnets
- > Screensavers

What's your role

The campaign elements are yours to use as you see fit. Feel free to add logos, translate messaging or use the collateral you think will reach your audience best. Cyber security is a big topic, so we suggest trying to keep things simple to make it understandable and memorable.

If you have any questions, contact the Cyber Smart team at CERT NZ at klee.aiken@cert.govt.nz and jodie.kerr@cert.govt.nz.

