Cybersecurity

Cybersecurity campaign challenge

We live in a world of **digital connectivity**; and thanks to advancements in areas like the Internet of Things, this world is **evolving rapidly**. Being more connected has many positives, improving how we live, how we connect with others and supports the health and wellbeing of our communities. However, it has also resulted in an increase in **criminal activity**.
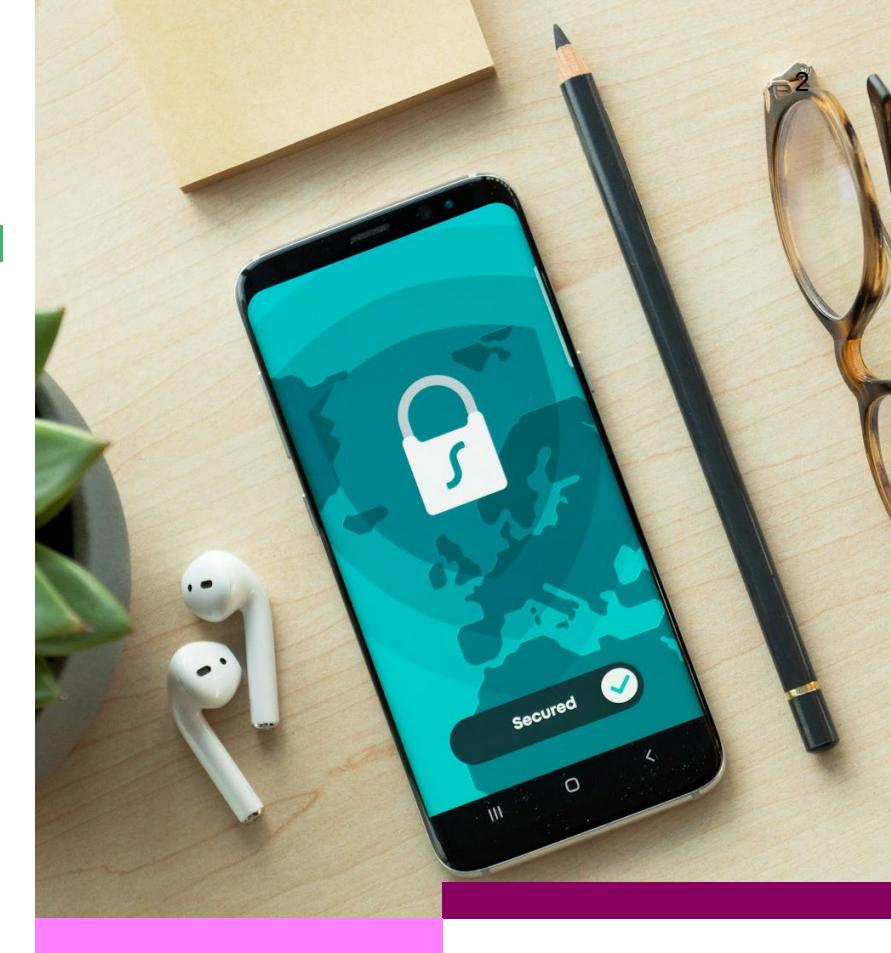
To protect ourselves and our devices from these threats, we need **cybersecurity**. This refers to **techniques and approaches** which **secure our digital networks** against **cyberattacks** and **cybercriminals**.

Companies like BT Group do a lot of work in **cybersecurity research and innovation**, finding new ways to protect their **staff**, **customers**, **suppliers** and wider **communities** from cybercriminal activity.

Effective cybersecurity boils down to two core elements: **finding any problems quickly (detection)** and **fixing them fast (response).**
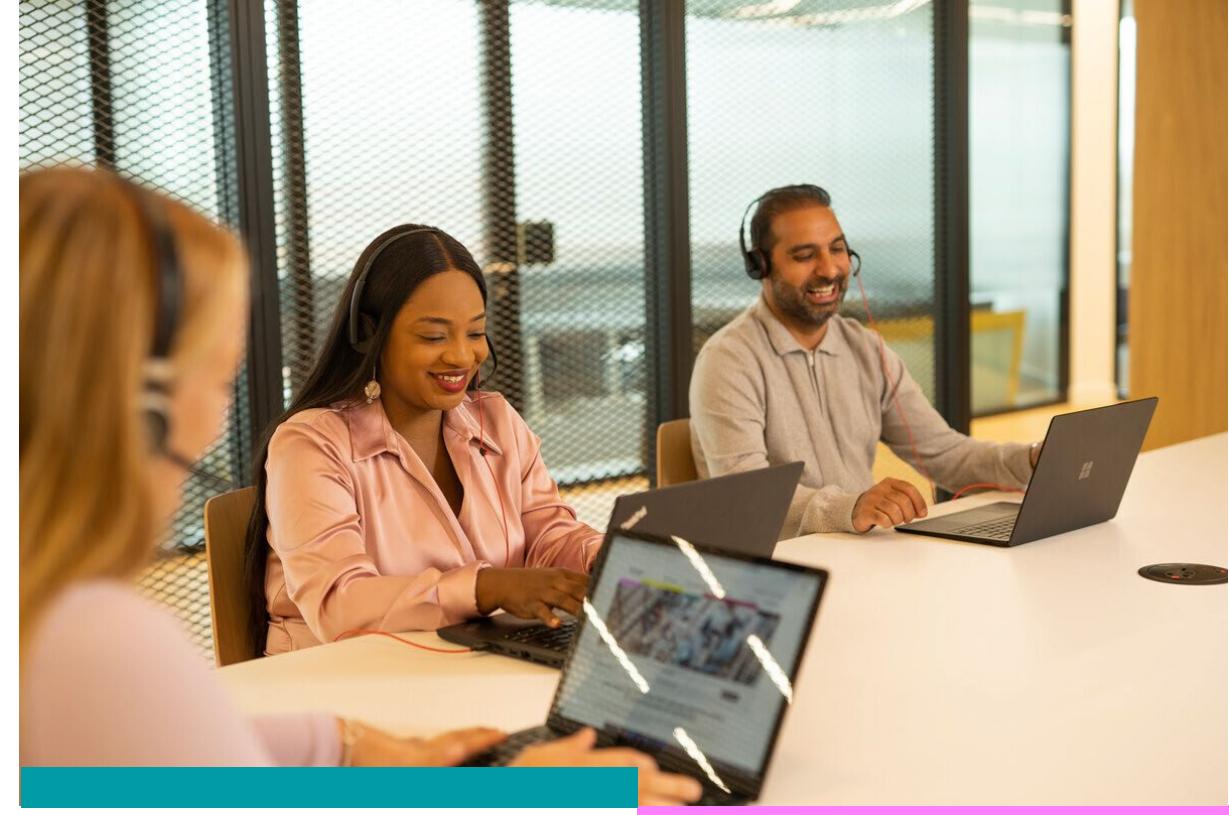
Big Thinking...

In this module, we will consider:

*What is the **impact of cybercrime** on those **most at risk**?*

*How can **we use cybersecurity measures** to effectively **protect all online users** as technology develops?*
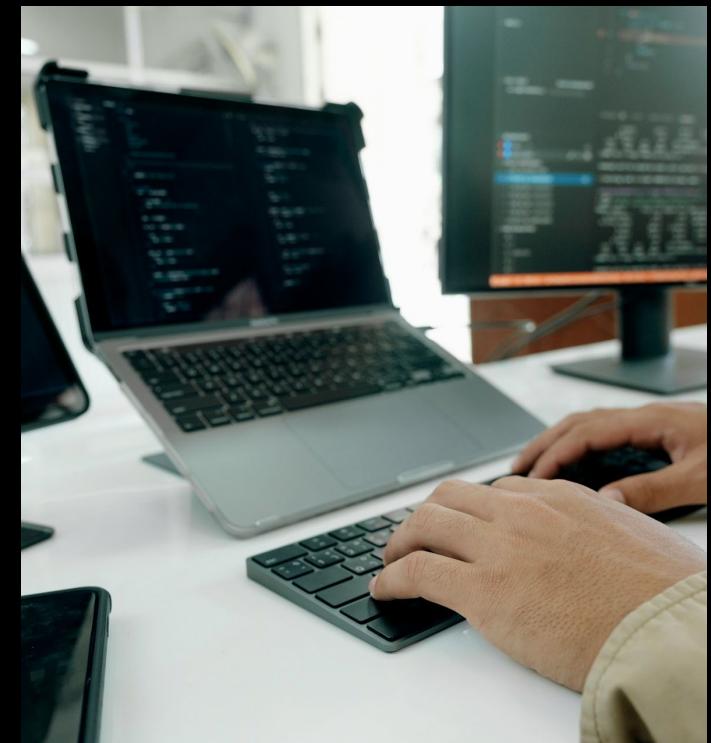
Module overview

01

Cybersecurity: the low-down

Learn about different types of cyber threat, how these threats can occur and the different techniques we can employ to stop them from happening.

02

Taking cybersecurity to the next level

Debate how cybersecurity can impact people who may be more at risk of attacks.

03

Cybersecurity campaign challenge

Use digital tools to devise an impactful visual campaign that raises awareness of cyberthreats.

04

Presentations and reflections

Module objectives

Today's lesson is one part of a module of four lessons.

By the end of the module, you will be able to demonstrate different technical and human skills that will help you succeed in a future transformed by technology.

Module objectives

This module will focus on the following skills:

Technical skills: using and managing digital devices, platforms and apps

Human skills: critical-thinking and problem solving

Lesson objectives

By the end of this lesson, you will be able to:

Create an engaging and audience specific awareness raising campaign for social media using an online design application

Practice creative thinking, teamwork and communication skills
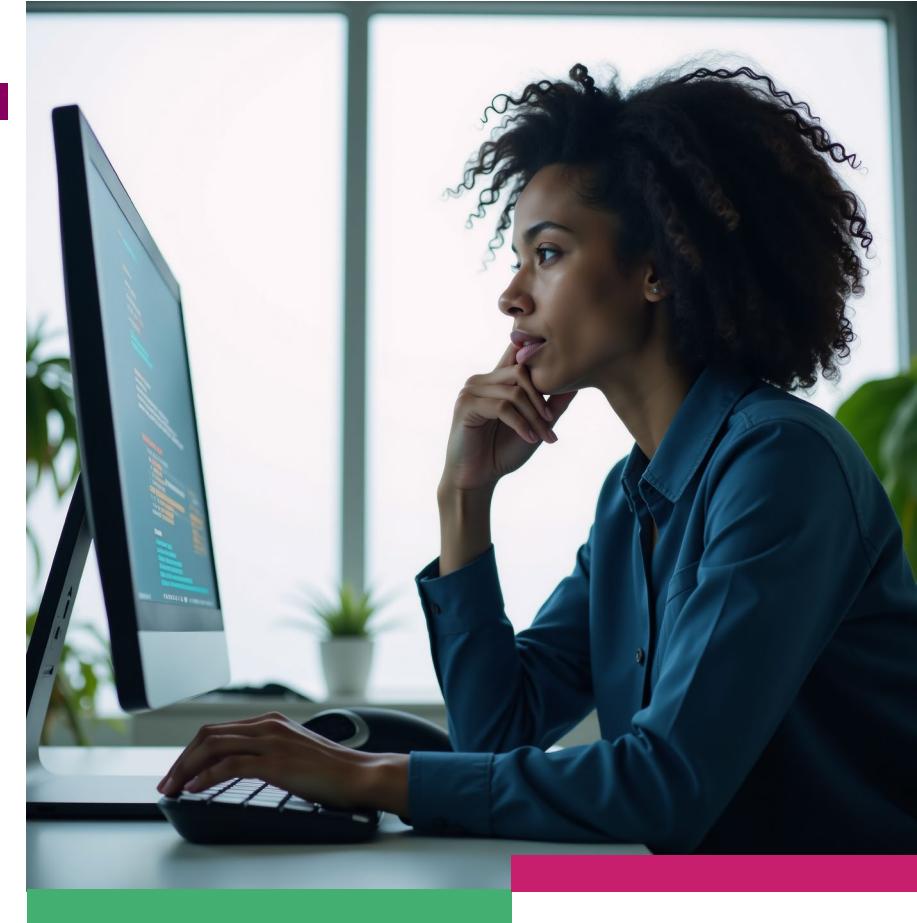
Test your knowledge

? Why is cybersecurity important?

? Name some examples of cybersecurity threats and how they work

? What is encryption and decryption? Why are they needed in cybersecurity?

? Why are some groups of people potentially more at risk from scammers?

Project brief

Imagine you are working in a cybersecurity team.

In small groups, you will create a digital campaign to raise awareness of cybersecurity threats and protection measures.

This will be targeted at a specific user group that may be more at risk of cyberattacks. The assets you create should be designed for promotion on social media.

You should use your understanding of different cyberthreats, as well as the pen portraits of your user group to inform how you put together your campaign. You'll also explore a digital design application to make your campaign interactive and engaging for your audience.

Recap: groups at risk
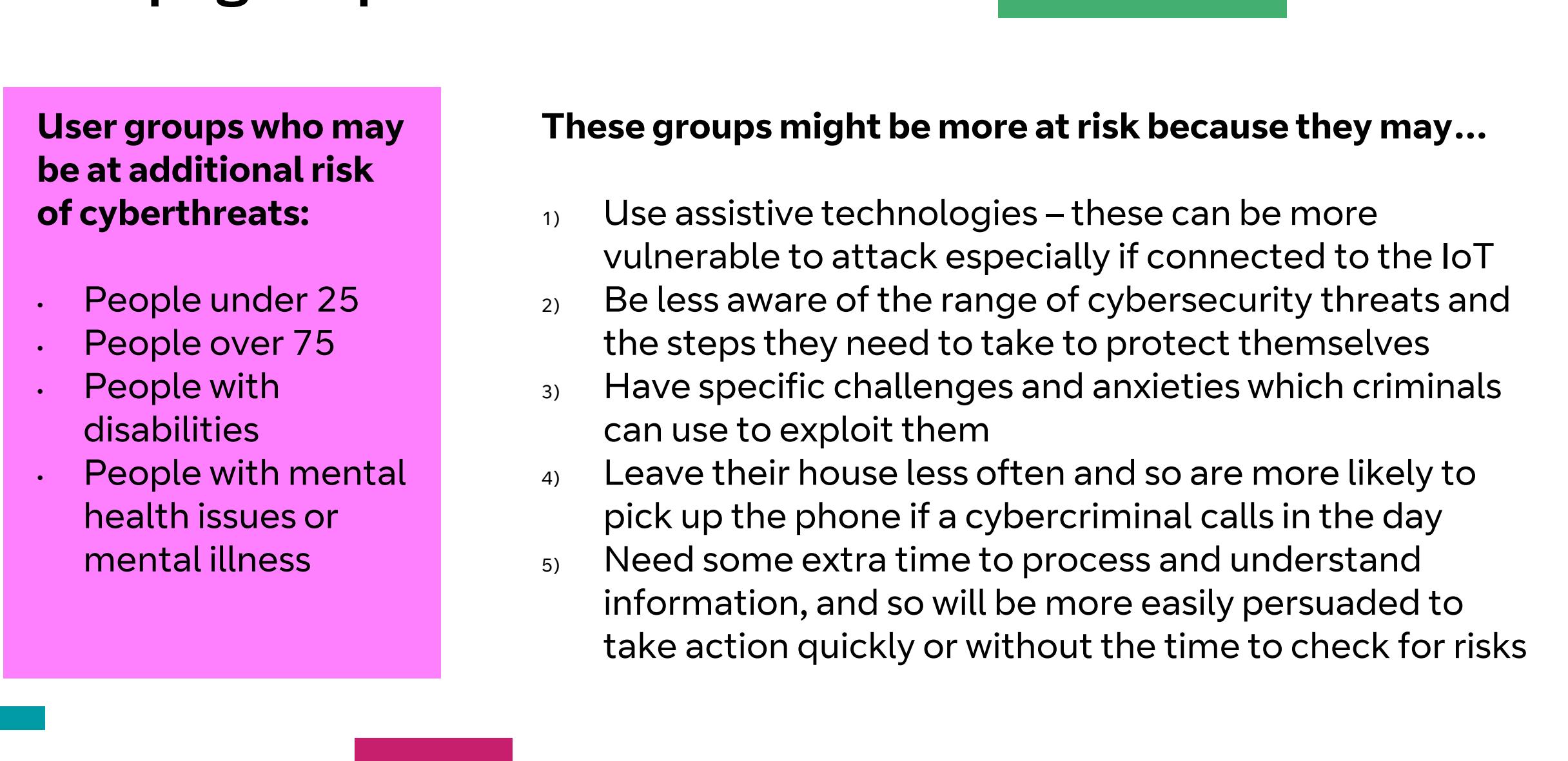
User groups who may be at additional risk of cyberthreats:

- People under 25
- People over 75
- People with disabilities
- People with mental health issues or mental illness

These groups might be more at risk because they may…

1) Use assistive technologies – these can be more vulnerable to attack especially if connected to the IoT
2) Be less aware of the range of cybersecurity threats and the steps they need to take to protect themselves
3) Have specific challenges and anxieties which criminals can use to exploit them
4) Leave their house less often and so are more likely to pick up the phone if a cybercriminal calls in the day
5) Need some extra time to process and understand information, and so will be more easily persuaded to take action quickly or without the time to check for risks

Planning your social media campaign

- Who is the target audience?

- How are they at risk of cyberthreats?

- What information do they need to know to protect themselves from cyberattacks?

- What format or approach should you use to best engage your audience? Would they prefer an image and text, or an animation? Will you feature a character or a real person?

Your campaign should:

1) Include at least 3x social media posts, with images, text and/or animation
2) Be made using a digital design application make it visually impactful, interactive and educational
3) Be easy to understand and appealing to the audience

You could also feature elements such as questions, quotes or statistics to educate your audience and increase engagement.

Design your campaign

Introduction to Canva

To get started:

1. Watch this tutorial to get an introduction on how Canva works
2. Access your class's Canva assignment by using the following link: _____
3. Find out more about how to create and use Canva templates [here](#)
4. Get guidance on how to submit your assignment [here](#)
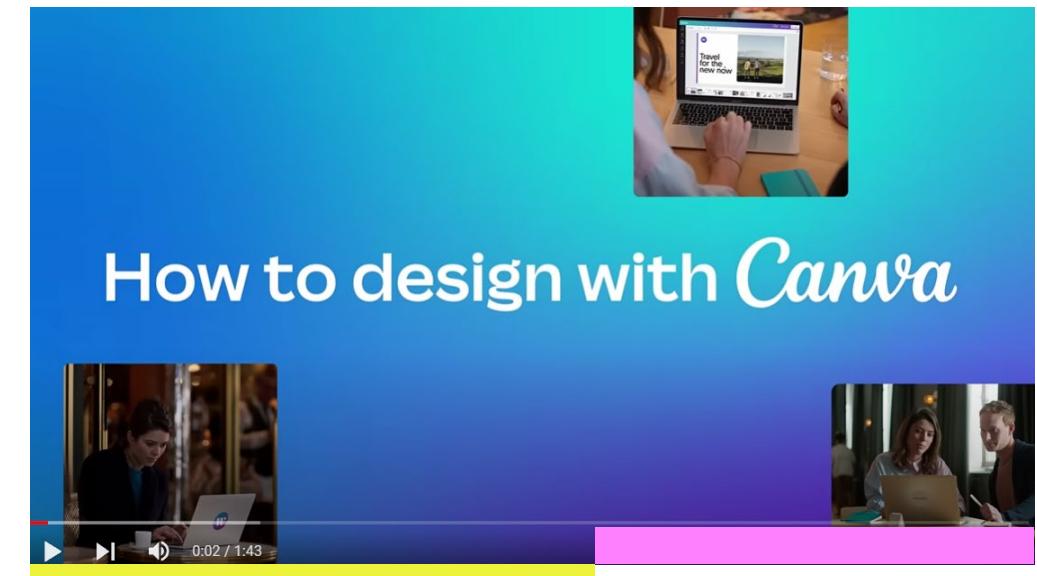
Campaign examples
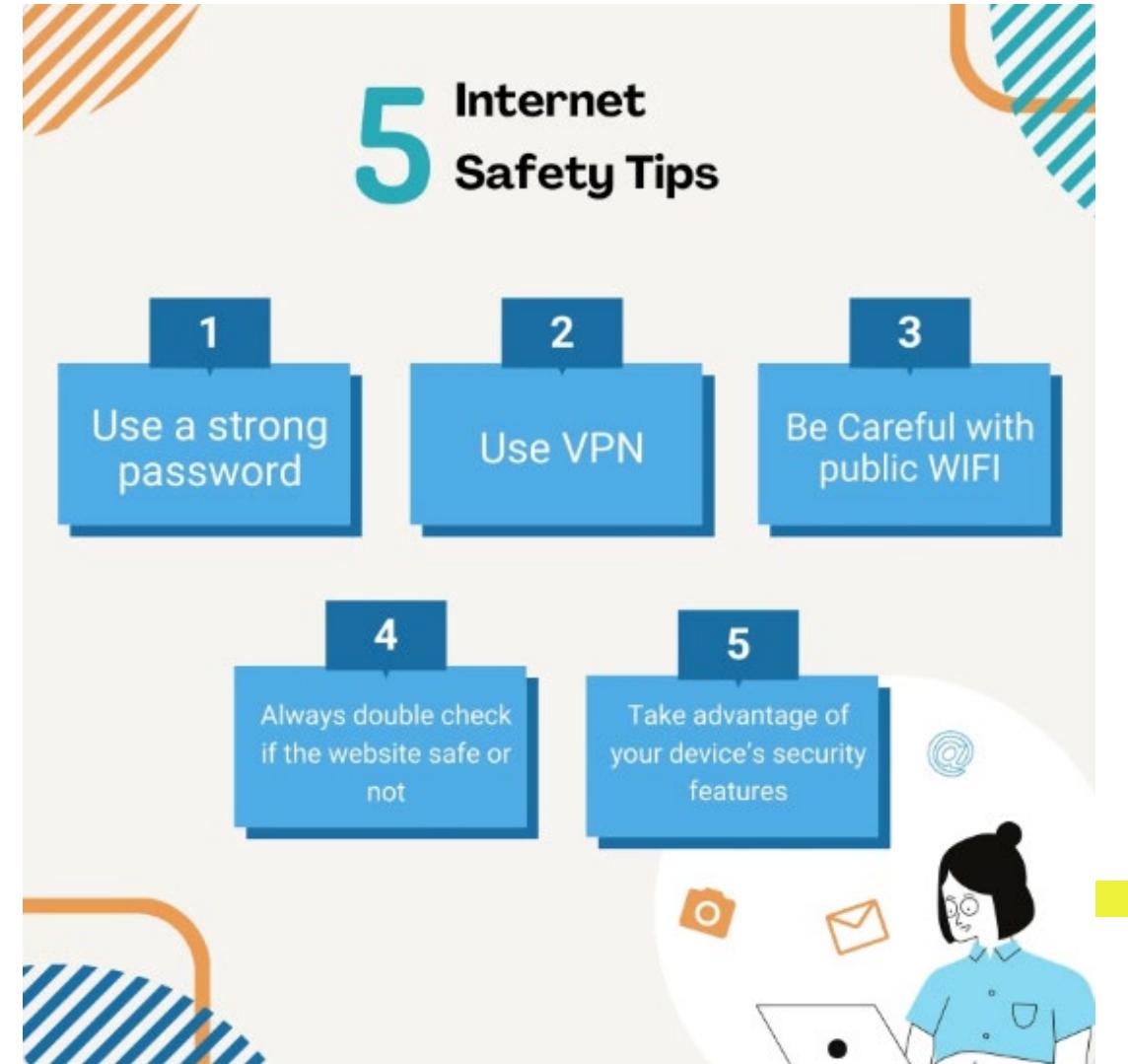
Recap

What have you learnt today?

✓ How might different user groups have different needs?

✓ What makes a good social media campaign?