



The Mini Box

Family First: Cybersecurity is
a Family Activity

[Welcome Message for Program
Owners](#)

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livingsecurity

Welcome Message for Program Owners

Welcome to your Mini Box on Family First: Cybersecurity is a Family Activity. Cybercriminals don't stop their antics once you shut down your work device. In fact, statistics show that a cybercrime takes place every 11 seconds. We're here to help your organization bring all of their strong cybersecurity knowledge back home to their families and friends.

This miniature Campaign in a Box contains one chat message and a one-pager that can be shared via email, intranet, blog, printed flier, telepathy—whatever works best for your organization. The Mini Box is supplemental and topical, so it can be used alongside your other campaign assets.



[Via Giphy](#)

In this topical mini box, you'll find:

1. **A one-pager that highlights a few at-home cybersecurity best practices.** We've provided a subject line for email distribution, but feel free to distribute this through the most appropriate channel for your organization.
2. **A chat message aimed at protecting families on social media.** Depending on your messaging client, you may need to save the provided GIFs to your computer and attach them to your chat messages.

You are absolutely free to edit and customize the content we send. Make this Mini Box your own! Please don't hesitate to let us know if there's something you would like to see in the future.

The Living Security Team



One-Pager



Email or One-Pager

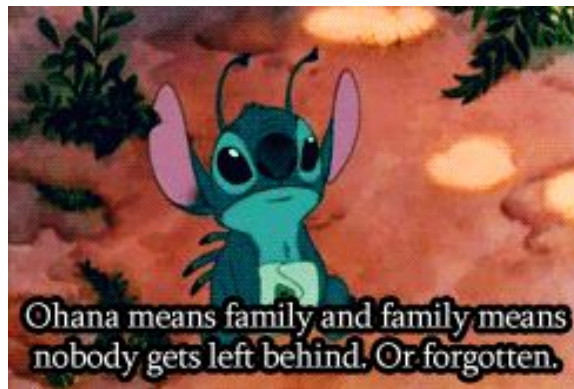
Subject: How your cybersecurity knowledge can keep your family safe ❤️

Preview Text: After all, you still use technology at home, right? 📱

Hello **{{ name }}**,

We do lots of cybersecurity training at work to keep our organizations safe, but did you know a lot of these lessons come in handy at home, too? 🏠 ❤️

Take data backups for instance. We know it's great for company files, but it's just as effective on your personal ones. Special photos and videos (think of your kid's first birthday for example), important documents, app data—all of these files are precious and could be devastating to lose! Save, save, save to external hard drives and cloud storage when you can. Many cloud services like iCloud and Google Drive even offer a certain amount of space for free!



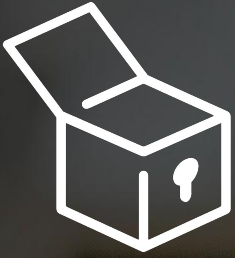
[Via Giphy](#)

Password security is an important piece of family cyber hygiene because passwords are the first line of defense for a lot of the things we use every day! This doesn't just mean keeping your Netflix login on a need-to-know basis; it also means strong passwords should protect things like your Wi-Fi router and smartphones. Hackers in your Wi-Fi network can connect to your other devices and we all know how much sensitive information is stored on our phones! 😬 It's also important never to repeat passwords so that a compromised password doesn't also grant access to the rest of your accounts. Try using passphrases, like movie quotes or song lyrics, so it's easy for the whole family to remember—and hard for any nosy neighbors to guess. 😊

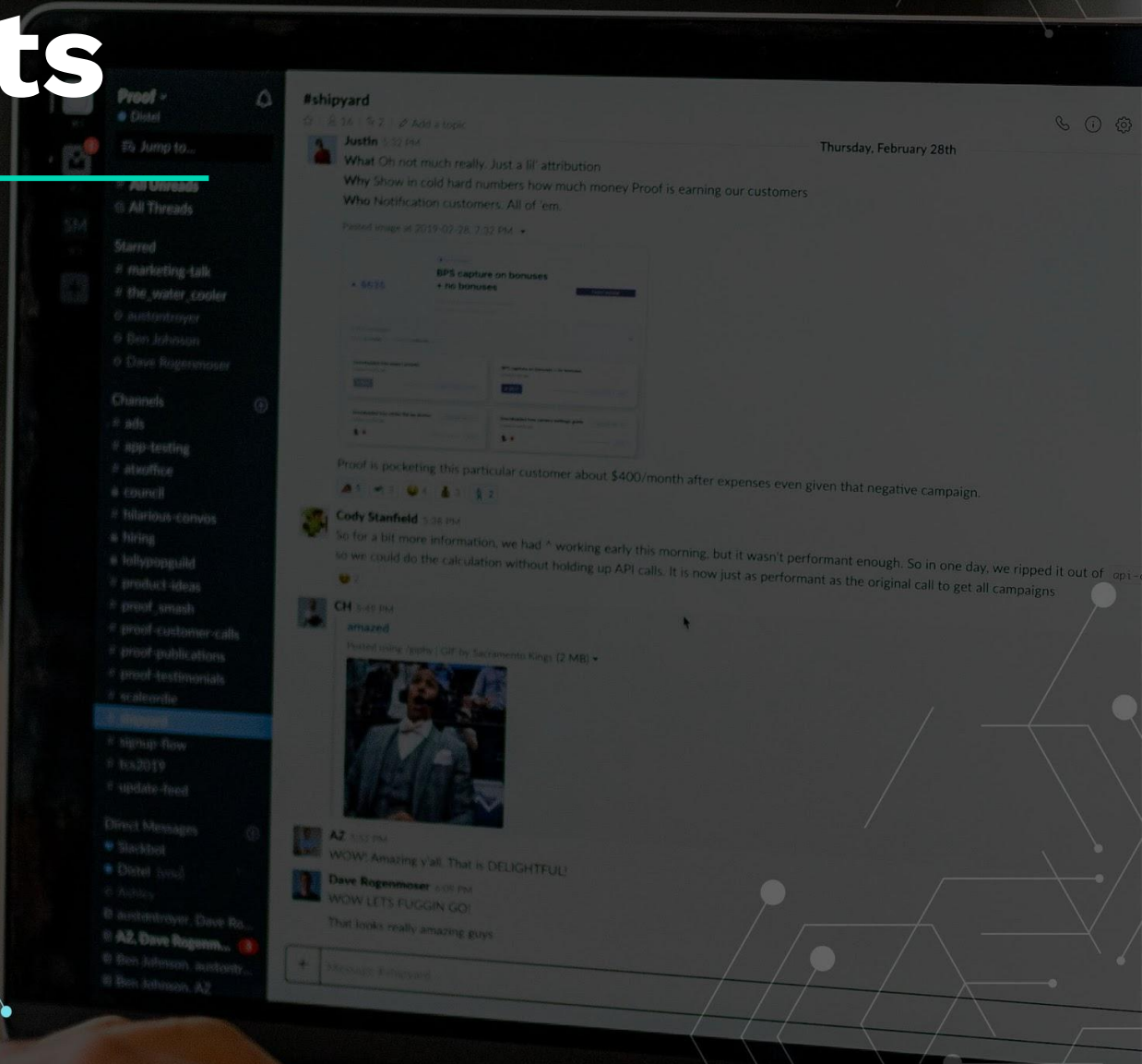
Lastly, phishing doesn't just swim in our email inboxes. You can also be phished over the phone (vishing), by text message (smishing), or on social media! Don't provide information to anyone you don't know, and use another form of contact to verify who you're talking to before you click on any links or attachments.

Share these easy tips with friends, family, acquaintances, your favorite neighbors—everyone wins when we're all a little safer! 🍷

{{ SIGNATURE }}



Chats



- Proof
- Direct
- Jump to...
- All Unreads
- All Threads
- Starred
- marketing-talk
- the_water_cooler
- autotrayer
- Ben Johnson
- Dave Rogenmoser
- Channels
- ads
- app-testing
- atoffice
- council
- hilarious-convo
- hiring
- lollypoppguild
- product-ideas
- proof-smash
- proof-customer-calls
- proof-publications
- proof-testimonials
- scatordie
- signap-flow
- tsa2019
- update-freed
- Direct Messages
- Stacked
- Direct (read)
- Autotrayer, Dave R...
- AZ, Dave Rogenm...
- Ben Johnson, autotr...
- Ben Johnson, AZ

#shipyard

Justin 5:52 PM Thursday, February 28th

What Oh not much really. Just a lil' attribution
Why Show in cold hard numbers how much money Proof is earning our customers
Who Notification customers. All of 'em.

Posted image at 2019-02-28, 7:32 PM

Proof is pocketing this particular customer about \$400/month after expenses even given that negative campaign.

Cody Stanfield 5:58 PM

So for a bit more information, we had ^ working early this morning, but it wasn't performant enough. So in one day, we ripped it out of ops so we could do the calculation without holding up API calls. It is now just as performant as the original call to get all campaigns

CH 5:59 PM

amazd

Posted using /photo | GIF by Sacramento Kings (2 MB)

AZ 5:52 PM

WOW! Amazing y'all. That is DELIGHTFUL!

Dave Rogenmoser 5:59 PM

WOW LETS FUGGIN GO!

That looks really amazing guys

Message #14949

MacBook Pro

Chat Message

With just a few clicks, we can talk to anyone in the world over social media. But with great power comes with great responsibility. 🚀

Take a second to verify your family's privacy settings—especially if you have kids at home. Explain what information is okay to share online and what isn't. Anything you post may be used to socially engineer you (or at the very least not age as well as you thought it would back in 2010). In fact, over 95,000 people reported fraud or financial loss to social media scams in 2021.

Keep your accounts limited to real-life friends and talk about the importance of screening any potential friends or followers. If someone posts more about you than you're comfortable with, it's always okay to remove tags or ask them to take it down.

What other social media safety tips can you think of to share at home? 🤔



[Via Giphy](#)