girl scouts

Cybersecurity Safeguards 2

Make Cyber Hygiene Go Viral

What cyber hygiene practice do you want people to adopt? _____

Who is your target audience? (Who do you want to adopt this behavior?) _____

What are all the obstacles that keep people from adopting this behavior?

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What can you do to reduce these obstacles?

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How often, when, and where do you expect people to adopt the behavior? How can you make it more convenient and pleasant for people to do what you're asking them to do?

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How can you reach your target audience? What kinds of media messages do they pay attention to (e.g. ads, social media channels, memes, videos)? What kinds of promotional products would they use (e.g. magnets, phone/computer accessories)? What kinds of events do they attend?

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As a team, design a product, ad, or video that you would use as part of your cyber hygiene social marketing campaign.