



## What You Can Do With Social Media

[Social Media Text & Images](#) | [Sample Email](#)

You can create excitement around increasing public awareness and engagement in building a strong cybersecurity workforce by sharing during the National Cybersecurity Career Awareness Week in the following ways:

- Follow [@NISTcyber](#) and [@usnistgov](#) on Twitter, like NIST on [Facebook](#) & NICE [LinkedIn](#) to share National Cybersecurity Career Awareness Week updates with your social media followers.
- Create your own social media posts. Sample images can be found in NCCAW Resources section.
- Use the hashtag #cybercareerweek or #mycyberjob when talking about National Cybersecurity Career Awareness Week on social media.
- Send emails to your organization's lists. Templates are found below *or* create your own based on the key messaging.
- Print and share the "save the dates" artwork.
- Invite connections to *Get Involved* by sending them to [nist.gov/nice/nccaw](https://nist.gov/nice/nccaw).

### Social Media Text & Images

Copy & paste the text to your social media channels

#### ***Tweets:***

*Save the Date! #cybercareerweek National Cybersecurity Career Awareness Week November 11-16*  
[nist.gov/nice/nccaw](https://nist.gov/nice/nccaw)

*Join @xxxorg during #cybercareerweek, to learn more about the careers in cybersecurity. Visit*  
[nist.gov/nice/nccaw](https://nist.gov/nice/nccaw) *to learn more.*

*Join cybersecurity@cybercareerweek during #cybercareerweek to learn more about the careers in cybersecurity and how the field supports #STEMcareers. Visit* [nist.gov/nice/nccaw](https://nist.gov/nice/nccaw) *to learn more.*

*I'm supporting #cybercareerweek. Join us as we promote careers in cybersecurity.*

*I'm speaking at XXXX about #mycyberjob to support #cybercareerweek*

*Can't wait to see all the exciting activities to share with my students during #cybercareerweek. See more at [nist.gov/nice/nccaw](https://nist.gov/nice/nccaw)*

*Hey #mycyberjob professionals. Share your stories to spread the word about #cybercareerweek!*

Expand beyond Cybersecurity Career Awareness Week. Join us at the #NICEatNIST Conference in Phoenix on Nov 18-20, and #NICEK12 in #GardenGrove, CA on Dec 9-10-register now: [k12cybersecurityconference.org/](https://k12cybersecurityconference.org/)

### **Facebook/Linkedin/Google+:**

*Share your personal success stories about entering the cybersecurity field.*

*Share information about your college, university, or Career Technical Education (CTE) cybersecurity program.*

*Share information about your cybersecurity after-school program, summer camp, or competition.*

### **Social media graphics:**

Click to download and attach any of the following graphics to the posts above:



## Sample Email

Personal Invitation to participate - sample email below

### Cybersecurity Career Awareness Week Personal Invitation Email Sample

Subject: Observe Cybersecurity Career Awareness Week

Body:

Dear [NAME],

Cybersecurity careers are a growing segment of the nation's workforce needs and a great opportunity for both students choosing their future career and adults who are looking for a new career field. Currently there are over 300,000 jobs open national in cybersecurity and the global cybersecurity workforce is expected to experience a shortfall of 1.8 million cybersecurity professionals by 2022. There are multiple career options and numerous pathways to enter the cybersecurity career field. To help spread the word, observe the 2019 National Cybersecurity Career Awareness Week with me from November 11 to 16.

The National Cybersecurity Career Awareness Week, brought to you by the National Initiative for Cybersecurity (NICE), is a week-long campaign focused on increasing awareness about careers in cybersecurity and how building a national cybersecurity workforce enhances America's security and promotes economic prosperity. NICE brings to the forefront information of local, regional, and national interest to inspire, educate and engage citizens to pique their interest in cybersecurity careers. National Cybersecurity Career Awareness Week takes place during November's National Career Development Month, and each day of the week-long campaign provides for an opportunity to learn about the contributions, innovations, and opportunities that can be found by choosing a career in cybersecurity.

During the week educators, parents, students, employers, government partners, and the community are exposed to cybersecurity workforce opportunities, the variety of cybersecurity careers, and existing and emerging educational pathways. The campaign will utilize a variety of social media and web-based information sources to provide resources and showcase partner activities that explain what a cybersecurity professional does and how an individual can enter this exciting career field.

I urge you to go to the website for National Cybersecurity Career Awareness Week [[nist.gov/nice/nccaw](https://nist.gov/nice/nccaw)] to learn more and see how you can get involved.

Thanks for participating,

Insert Name and signature information