

13-18 November



National Cybersecurity Career Awareness Week 2017

PROMOTE TOOLKIT

We invite you to join us in observing

National Cybersecurity Career Awareness Week from November 13-18, 2017

nist.gov/nice/nccaw

Help in making this Cybersecurity Career Awareness Week campaign a success. The following are examples you can use to help promote the week-long celebration to your connections:

What you can do with social media

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 @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 text and images can be found in this *Promote Toolkit* in the *social media texts & 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. Use the templates found in this *Promote Toolkit*, or create your own based on the key messaging.
- Ask your local, state, and/or national government official(s) to issue a National Cybersecurity Career Awareness Week proclamation. See a sample [here](#).
- Print and share the "save the dates" artwork.
- Invite connections to *Get Involved* by sending them to nist.gov/nice/nccaw

Social media text & images

Copy & paste the text to your social media channels

TWEETS:

Visit @nistcyber on Twitter.

Save the Date! #cybercareerweek National Cybersecurity Career Awareness Week November 13-18 nist.gov/nice/nccaw

Join @xxxorg during #cybercareerweek, to learn more about the careers in cybersecurity. Visit 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 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

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

Expand beyond Cybersecurity Career Awareness Week. Join @us at #NICEK12 in #Nashville on 12/4/5. Register now: goo.gl/jmB28G

FACEBOOK/LINKEDIN/GOOGLE+:

Update your FaceBook profile photo by adding the NCCAW Frame. Choose 'change profile picture' then 'Add frame'. Search for frame 'NCCAWFrame'.

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:

Download (Right click and save) 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. The results from the eighth Global Information Security Workforce Study (GISWS) estimates the cybersecurity workforce gap to be growing, with the projected shortage reaching 1.8 million professionals by 2022. There are multiple career options and numerous pathways to enter the cybersecurity career field. To help spread the word, observe the 2017 National Cybersecurity Career Awareness Week with me from November 13 to 18.

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