



Department of

Financial Institutions

2024 Cybersecurity Consumers Tips Social Media Campaign

TDFI Social Media Content Calendar

Week 1	Campaign Kick-Off	3	Install an Update	7
Week 2	Home Network	6	Password #1	4
Week 3	Shopping Online #1	17	Back Up Files	10
Week 4	Phishing	20	Prevent Elder	12
Week 5	Travel & Social Media #1	21	Multi-Factor Authentication	14
Week 6	Shopping Online #2	18	P2P APP	8
Week 7	Suspicious Links	11	Travel & Social Media #2	22
Week 8	Public WI-FI	9	Antivirus Software	13
Week 9	Personal Information	16	Lock Icon	19
Week 10	Password #2	5	Public Computers	15

This is a sample calendar.

Kick Off

Facebook & Instagram: TDFI is excited provide cybersecurity tips to help you protect your organization or personal devices. Stay with us as we release cybersecurity tips over the next several weeks. #BeCyberSmart, #CyberSmartTN

Visit our [Cybersecurity Safety Tips for Consumers \(tn.gov\)](https://www.tn.gov/cybersecurity-safety-tips-for-consumers) page for great tips.

Twitter: TDFI is excited provide cybersecurity tips to help you protect your organization or personal devices. Stay with us as we release cybersecurity tips over the next several weeks. #BeCyberSmart, #CyberSmartTN

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Password #1

Facebook & Instagram: Creating strong passwords is an easy way to improve your cyber security. Strong passwords include one uppercase letter, one lowercase letter, at least one number and 11 or more characters. Be sure to use different passwords for different accounts.
#BeCyberSmart, #CyberSmartTN

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Password #2

Facebook & Instagram: Put cybersecurity first by protecting the information stored on devices. Much of a user's personal information is stored either on their computer, smartphone, tablet or possibly someone else's system. #BeCyberSmart, #CyberSmartTN

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Twitter: Put cybersecurity first by protecting the information stored on devices. Much of a user's personal information is stored either on their computer, smartphone, tablet or possibly someone else's system. #BeCyberSmart, #CyberSmartTN

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**IT MAY BE
TIME TO
CHANGE
YOUR
PASSWORD!**

MAKE IT STRONG BY CHOOSING AS MANY
RANDOM LETTERS, NUMBERS, AND SYMBOLS
AS POSSIBLE.

#BeCyberSmart #CyberSmartTN

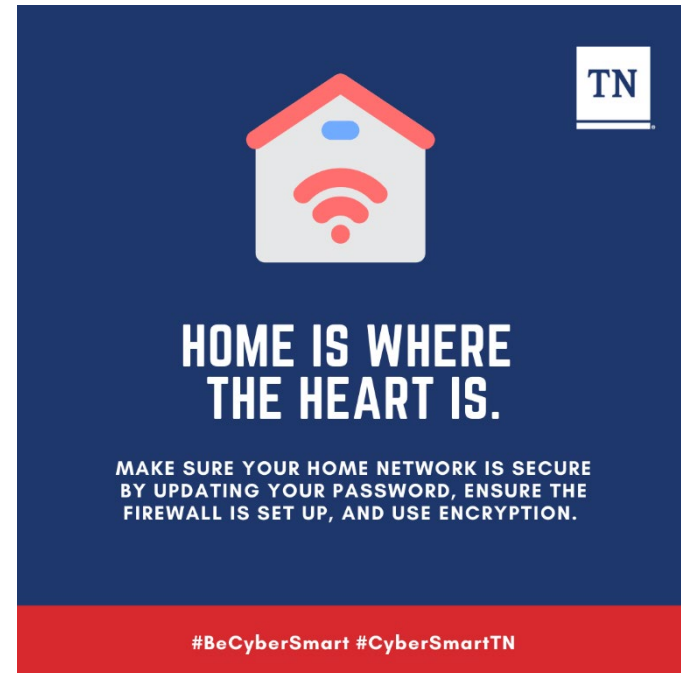
Secure Home Network

Facebook & Instagram: Protect your home. Every year, more of our home devices, like thermostats, door locks and lighting, are connected to the internet to create a smart home. These advances in technology improve efficiency and safety but pose a new set of security risks. #BeCyberSmart, #CyberSmartTN

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Software Updates

Facebook & Instagram: Don't delay – if you see a software updated notification, act promptly. #BeCyberSmart, #CyberSmartTN

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Twitter: Don't delay – if you see a software updated notification, act promptly. #BeCyberSmart, #CyberSmartTN

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Person-To-Person

Facebook & Instagram: Person-To-Person (P2P) payment apps are so convenient, but make sure you're using them wisely. Not only should you send money to people you know and trust, but always choose two-factor identification and use a PIN when possible.

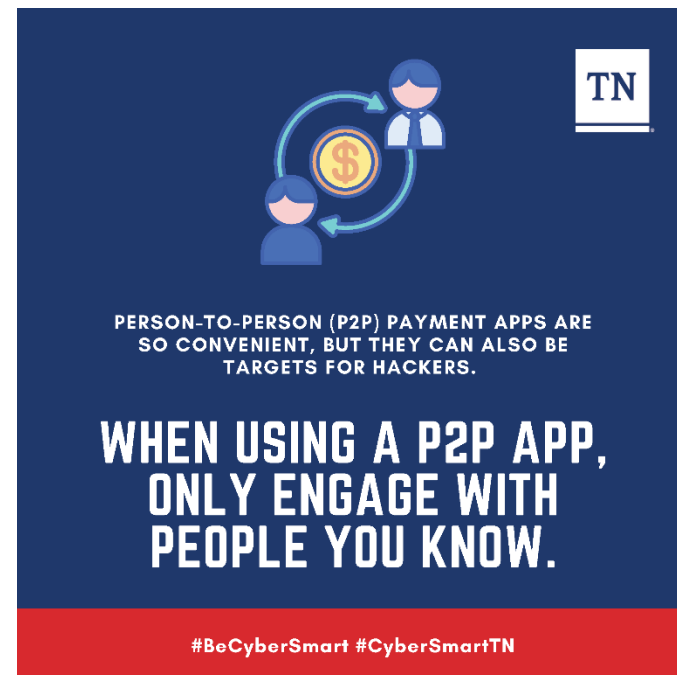
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Public WI-FI

Facebook & Instagram: Connecting to Public WI-FI? Remember you must secure your devices with usernames, passwords and Multi-Factor Authentication to protect personal and professional information. #BeCyberSmart, #CyberSmartTN

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TN

WORKING FROM THE LOCAL COFFEE SHOP OR PUBLIC LIBRARY? BEWARE OF USING THE PUBLIC WI-FI, ESPECIALLY WHEN WORKING OR CONDUCTING FINANCIAL TRANSACTIONS.

CYBER CRIMINALS CAN USE PUBLIC WI-FI TO HACK YOUR COMPUTER.

#BeCyberSmart #CyberSmartTN

Back Up Files

Facebook & Instagram: Are you staying one step ahead of scammers?

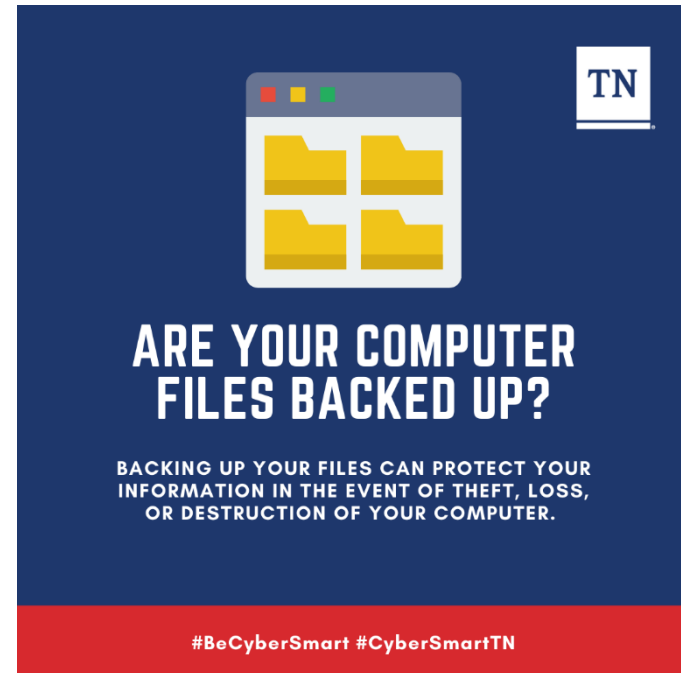
Take time to ensure you enjoy a secure and safe online experience. Here are simple things you can do to protect yourself. #BeCyberSmart, #CyberSmartTN

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Twitter: Are you staying one step ahead of scammers?

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Suspicious Links

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Elder Financial Abuse

Facebook & Instagram: Help prevent Elder Financial Abuse & Exploitations? Do your part and be mindful of #ElderAbuse. Share our Cyber Security Tips with family and friends. To report Elder Abuse, 1-888-APS-TENN or <https://reportadultabuse.dhs.tn.gov/> #BeCyberSmart, #CyberSmartTN

Visit our [Cybersecurity Safety Tips for Consumers \(tn.gov\)](https://www.tn.gov/cybersecurity/safety-tips-for-consumers) page for great tips.

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AntiVirus Software

Facebook & Instagram: A common internet scam is identity theft, leaving your bank account, credit card or even your social media profile vulnerable. Protect yourself by installing an Antivirus Software program to protect your computer. #BeCyberSmart, #CyberSmartTN

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Twitter: A common internet scam is identity theft, leaving your bank account, credit card or even your social media profile vulnerable. Protect yourself by installing an Antivirus Software program to protect your computer. #BeCyberSmart, #CyberSmartTN

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**DO CYBERATTACKS
SCARE YOU?**



**PROTECT YOURSELF
BY INSTALLING
ANTIVIRUS
SOFTWARE TO
PROTECT YOUR
COMPUTER.**

#BeCyberSmart #CyberSmartTN

Multi-Factor Authentication

Facebook & Instagram: You need more than a password to protect your online accounts, and enabling MFA makes you significantly less likely to get hacked.

#BeCyberSmart, #CyberSmartTN

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**IS SOMEONE
PRETENDING TO
BE YOU ONLINE?**

USE STRONG PASSWORDS AND
MULTI-FACTOR AUTHENTICATIONS
TO MAKE SURE YOU'RE THE ONLY
ONE USING YOUR ACCOUNTS OR
DEVICES.

#BeCyberSmart #CyberSmartTN

Public Computers

Facebook & Instagram: In today's world technology has made banking and shopping easier. Protect yourself. Avoid using public computers or WIFI when accessing online banking services or shopping. Public computers may have a variety of spyware programs that record every keystroke. Open WIFI is easily hacked and your data could be stolen.

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ELECTRONIC BANKING CONTINUES
TO MAKE LIFE EASIER.

**BE SURE
TO DO IT
SAFELY!**



DON'T USE PUBLIC COMPUTERS AND
REGULARLY CHECK YOUR ACCOUNT BALANCE.

#BeCyberSmart #CyberSmartTN

Personal Information

Facebook & Instagram: A common internet scam is identity theft, leaving your bank account, credit card or even your social media profile vulnerable. The most important thing you can do is to keep your personal information to yourself — avoid providing personal information to any unknown sources or acquaintances. #BeCyberSmart, #CyberSmartTN

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**ALWAYS BEWARE
OF HACKERS!**



**NEVER GIVE YOUR SSN, DOB, OR
OTHER PERSONAL INFORMATION
OVER THE PHONE.**

#BeCyberSmart #CyberSmartTN

Shopping Online #1

Facebook & Instagram: Shopping online today - Never click a link from someone you don't know to access your online banking, as cybercriminals (hackers) could make malicious links look legitimate.

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Shopping Online #2

Facebook & Instagram: Monitor your accounts regularly. Make sure that all transactions posted are ones you have authorized. Report any suspected fraudulent or suspicious activity to your financial institution immediately.
#BeCyberSmart, #CyberSmartTN

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Lock Icon

Facebook & Instagram: Look for the “S” in HTTPS. These sites take extra security measures. Be cautious when giving out personal information such as your name, number, address or financial information on the internet. Make sure that the websites are secure and using https.

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Phishing

Facebook & Instagram: Have you ever seen a link that looks a little off? It's likely a phishing scheme: a link or webpage that looks legitimate, but it's a trick designed by bad actors to have you reveal your passwords, social security number, credit card numbers, or other sensitive information. Once they have that information, they can use it on legitimate sites. #BeCyberSmart, #CyberSmartTN

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DON'T TAKE THE BAIT
Is it real or phishing?



If you receive a
phishing email, text, or
social media request:

Don't Click
Don't Open
Don't Reply
Delete
Contact IT

#BeCyberSmart #CyberSmartTN

Traveling & Posting on Social Media #1

Facebook & Instagram: Staying Safe on Social Media - Limit what information you post online. Do not share your personal information. Turn location notifications off and only post what you feel safe and comfortable sharing.

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PLANNING A TRIP?



THINK BEFORE YOU POST!

ANNOUNCING ON SOCIAL MEDIA THAT
YOU'RE AWAY FROM HOME COULD MAKE
YOUR HOMES A TARGET FOR CRIMINALS.

#BeCyberSmart #CyberSmartTN

Traveling & Posting on Social Media #2

Facebook & Instagram: Don't make yourself a target for a break in. Think again before you post anything to your social media. You could be telling the whole world that no-one is home. Protect yourself and your belongings. #BeCyberSmart, #CyberSmartTN

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