2021 Media Kit for Utilities & Cooperatives

This kit will help you promote cyber awareness and online security to your customers.

Cyber Security Awareness Month (CSAM) – observed every October – was created as a collaborative effort between government and industry to ensure every American has the resources they need to stay more secure online.

This Media Kit was created to ensure that every utility and cooperatives have the resources they need to promote cyber best practices to their customers. This Kit provides recommended social media posts to share at your leisure, as well as the file names of the associated graphics.

In this Media Kit you'll find :

- 20 suggested cybersecurity facts and tips to be used as social media posts.
- 20 unique gifs to accompany each social media post.
- 2 videos that incorporate fun seasonal characters that deliver important cybersecurity messages.

To use a post, simply copy the content from this document and share it through your social media platform. Don't forget to upload the related gif – social media posts with visual content will get seen by more people and receive more engagement!

CSAM Media Kit provided is by Meridian Cooperative's Cyber Resilience Initiative Team. If you have questions or need help? Email marketing@meridian.coop or cri@meridian.coop and we'll be happy to help you.

CSAM Media Post #1

Post Copy: Hackers saw opportunities for more mysterious ways to gain access to networks during the pandemic, the number of cyberattacks on utility companies exploded from 101 in July 2019 to 874 in July 2020. #CSAM #FrighteningCyberFacts
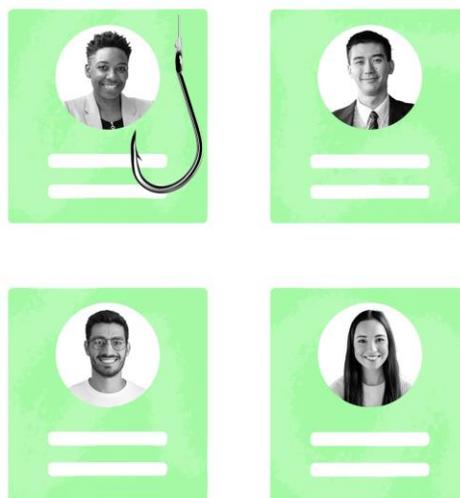
Related Gif File Name: Meridian_CSAM01_LI_2021

CSAM Media Post #2

Post Copy: All employees and contractors are shockingly easy targets for suspicious phishing emails or other cyberattack attempts. Phishing attacks are still the #1 way for attackers to gain access into a targeted network. #CSAM #FrighteningCyberFacts

Related Gif File Name: Meridian_CSAM02_LI_2021

CSAM Media Post #3

Post Copy: Cyberattacks on utility companies are becoming some of the most spine-chilling and common threats affecting the nation today. Attacks to electrical and water grids prove the danger is real and can no longer be ignored. #CSAM #FrighteningCyberFacts

Related Gif File Name: Meridian_CSAM03_LI_2021

CSAM Media Post #4

Post Copy: COVID-19 was a bone-rattling boon for hackers. People working from home on their own devices made their job that much easier; there were no institutional firewalls to get through and no savvy co-workers to help lax colleagues be aware of the threats. #CSAM #CybersecurityAwareness

Related Gif File Name: Meridian_CSAM04_LI_2021

CSAM Media Post #5

Post Copy: Data security is central to trust! In a Technology Strategy Guide for the Energy and Utilities Sector, 47% of recently surveyed respondents confirmed that they would leave their energy supplier if it suffered a shocking cybersecurity breach. #CSAM #FrighteningCyberFacts

Related Gif File Name: Meridian_CSAM05_LI_2021

CSAM Media Post #6

Post Copy: Identity theft saw spooky spikes during the pandemic! "The US Federal Trade Commission received 1.4 million reports of identity theft last year, double the number from 2019" Identity Theft Spikes Amid Pandemic, WeLiveSecurity. #CSAM #HauntingCyberHacks

Related Gif File Name: Meridian_CSAM06_LI_2021

CSAM Media Post #7

Post Copy: Monstrous Hackers tapped into the U.S.'s Colonial Pipeline in April 2021 through a VPN that lacked multi-factor authentication, resulting in a $5 million Bitcoin payment to regain access. #CSAM #HauntingCyberHacks
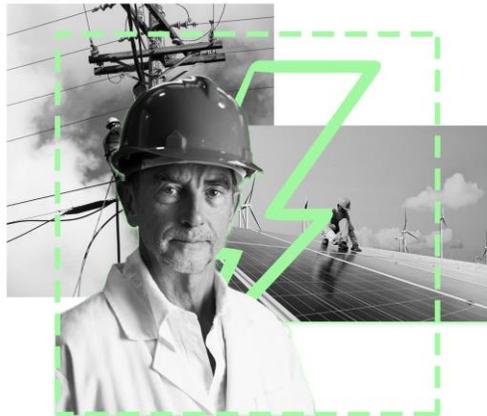
Related Gif File Name: Meridian_CSAM07_LI_2021

CSAM Media Post #8

Post Copy: Creepy cyber-attacks large and small all involve a lot more than the costs associated with fines or ransomware payments, the company brand and loyalty are damaged too. #CSAM #CybersecurityAwareness

Related Gif File Name: Meridian_CSAM08_LI_2021

CSAM Media Post #9

Post Copy: Cybercriminals want to make more and more money each year and will continually sharpen their hacking fangs to ensure success against the weakest targets. #CSAM #CybersecurityAwareness

Related Gif File Name: Meridian_CSAM09_LI_2021
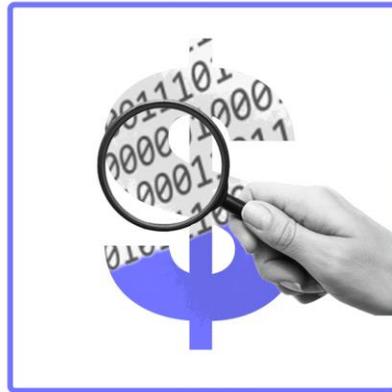
CSAM Media Post #10

Post Copy: In 2021, energy companies are listed among the top 5 industries vulnerable to cyber-attacks. Now, that's scary! #CSAM #FrighteningCyberFacts

Related Gif File Name: Meridian_CSAM10_LI_2021

CSAM Media Post #11

Post Copy: The mass deployment of distributed infrastructure for wind, solar, and EVs – plus the power lines and smart meters that connect them, vastly increases the surface area of our energy system open to hauntingly high numbers of cyber-attacks. #CSAM #CybersecurityAwareness

Related Gif File Name: Meridian_CSAM11_LI_2021

CSAM Media Post #12

Post Copy: Grid expansion is set to grow by 80% this decade, increasing the cybersecurity risk of a hacking possession. #CSAM #HauntingCyberHacks
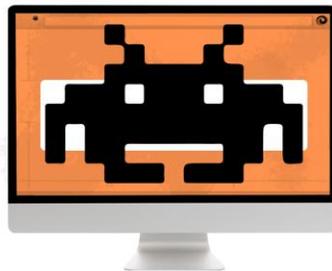
Related Gif File Name: Meridian_CSAM12_LI_2021

CSAM Media Post #13

Post Copy: Malware increased by chilling 358% in 2020, according to a research study conducted by Deep Instinct. #CSAM #HauntingCyberHacks
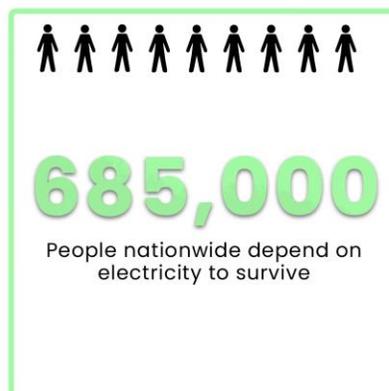
Related Gif File Name: Meridian_CSAM13_LI_2021

CSAM Media Post #14

Post Copy: Proper cybersecurity for utilities is essential to maintaining our unshakable way of life. A 2012 study conducted by the National Institute of Health, states that over 685,000 people nationwide depend on electricity to survive. #CSAM #CybersecurityAwareness

Related Gif File Name: Meridian_CSAM14_LI_2021

CSAM Media Post #15

Post Copy: All utilities and cooperatives present a haunting host of potential vulnerabilities, and everyone using the network needs to be aware of the risks. #CSAM #CybersecurityAwareness

Related Gif File Name: Meridian_CSAM15_LI_2021

CSAM Media Post #16

Post Copy: Did you know? Accelerated digital transformation in the energy and utilities sector is causing a significant increase in casting cyber-attack spells on your system. #CSAM #HauntingCyberFacts

Related Gif File Name: Meridian_CSAM16_LI_2021

CSAM Media Post #17

Post Copy: The US Department of Energy deems cybersecurity in the energy sector "one of the nation's most important and complex national security challenges" with the energy infrastructure being a key target for trolling cyber criminals. #CSAM #CybersecurityAwareness

Related Gif File Name: Meridian_CSAM17_LI_2021
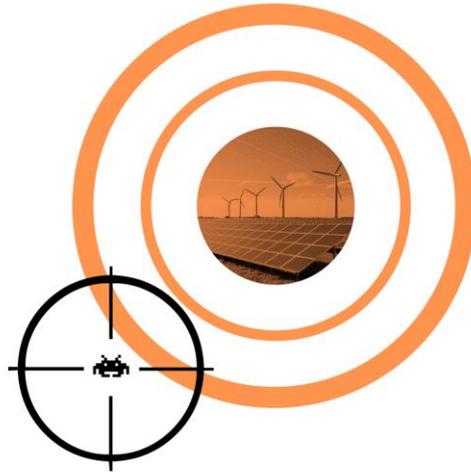
CSAM Media Post #18

Post Copy: Ransomware attacks use new tricks and treats to hack unsuspecting targets every few seconds, according to the federal Cybersecurity and Infrastructure Security Agency (CISA). #CSAM #HauntingCyberHacks
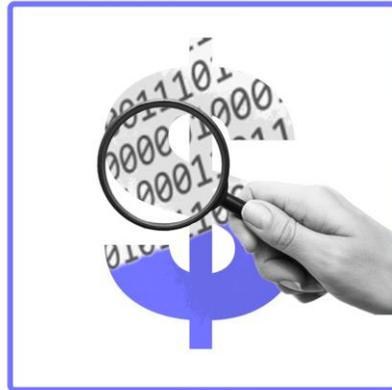
Related Gif File Name: Meridian_CSAM18_LI_2021

CSAM Media Post #19

Post Copy: The average cost of a devilish data breach is $3.86 million as of 2020. Data Breach Costs: Calculating the Losses for Security and IT Pros, dice.com. #CSAM #CybersecurityAwareness

Related Gif File Name: Meridian_CSAM19_LI_2021

CSAM Media Post #20

Post Copy: A hacker accessed, but unsuccessfully attempted to poison the water supply in Oldsmar, Florida, in February 2021. It's an eerie cybersecurity threat that many citizens faced! #CSAM #HauntingCyberHacks

Related Gif File Name: Meridian_CSAM20_LI_2021