

Improve your technical skills

# Increase Your Cybersecurity Awareness

Learn the latest best practices to keep your team and your company safe.



# Implementing this Learner Challenge



Learner Challenges are a great way to drive learner engagement and support retention by helping your employees accelerate their careers.

With the resources in this toolkit, you can get started in a few simple steps:



Familiarize yourself with the learning calendar on [page 03](#)



Follow our recommended comms plan for your challenge on [page 04](#)



Learn how to get your whole organization involved on [page 08](#)

# Learner calendar

The calendar in your download pack maps out a detailed learning journey for your team. It includes bite-sized courses that take 5–10 minutes to complete, helping your team make time for learning.

Include this in your kickoff email to your learners on the first day of your challenge so they can track their journey as they go.

[Download calendar](#)



## Increase Your Cybersecurity Awareness

Explore new cybersecurity videos every day that can be completed in around 5–10 minutes. Don't worry if you miss a day — you can always catch up tomorrow.



**LinkedIn Learning**

Monday	Tuesday	Wednesday	Thursday	Friday
<input type="checkbox"/> <a href="#">What is security awareness?</a> <small>(3m 05s)</small>	<input type="checkbox"/> <a href="#">Laptop and desktop security</a> <small>(2m 41s)</small>	<input type="checkbox"/> <a href="#">Protect against malware and ransomware</a> <small>(2m 27s)</small>	<input type="checkbox"/> <a href="#">Updating software</a> <small>(2m 10s)</small> <a href="#">Why updates are so important</a> <small>(3m 36s)</small>	<input type="checkbox"/> <b>Activity:</b> Install the latest security updates for all your devices and turn on automatic updates for your operating system.
<input type="checkbox"/> <a href="#">Password attacks</a> <small>(6m 23s)</small>	<input type="checkbox"/> <a href="#">Password policies</a> <small>(4m 19s)</small> <a href="#">Challenge: Password strength tests</a> <small>(1m 42s)</small>	<input type="checkbox"/> <b>Activity:</b> Change all your passwords that are three months old or older, and set a calendar reminder to do this every three months.	<input type="checkbox"/> <a href="#">Multi-factor authentication</a> <small>(8m 25s)</small>	<input type="checkbox"/> <a href="#">Implementing multi-factor authentication</a> <small>(6m 47s)</small>
<input type="checkbox"/> <b>Activity:</b> Enable multi-factor authentication for every app that gives you the option.	<input type="checkbox"/> <a href="#">Understanding the top five attacks in the cloud</a> <small>(4m 42s)</small>	<input type="checkbox"/> <a href="#">What is social engineering?</a> <small>(2m 21s)</small>	<input type="checkbox"/> <a href="#">Avoiding phishing scams</a> <small>(8m 07s)</small>	<input type="checkbox"/> <a href="#">Catch a phish red-handed: Common indicators of a phish</a> <small>(5m 20s)</small>
<input type="checkbox"/> <a href="#">A bridge between business and tech</a> <small>(1m 31s)</small>	<input type="checkbox"/> <a href="#">The BizOps and cybersecurity disconnect</a> <small>(2m 21s)</small>	<input type="checkbox"/> <a href="#">Incident management to respond to a cyber attack</a> <small>(4m 17s)</small>	<input type="checkbox"/> <a href="#">Penetration test</a> <small>(2m 41s)</small>	<input type="checkbox"/> <b>Activity:</b> Bookmark federal agency sites (FTC, IRS, FBI) for the latest cybersecurity news and alerts.

# Recommended comms plan for your challenge

Following this straightforward comms plan will help you keep your team informed at every step of your Learner Challenge.

With suggested messaging, and some practical tips and advice for creating engagement, this is all you need to launch a successful challenge.

You'll also find themed images and banners in your download pack to help promote your emails.



01

Choose a start date and send a launch email to your team.

Use the email template on [page 06](#) of this toolkit to help you get started.



02

Send a reminder.

Do this a few days into the challenge to catch anyone who missed the first email.

**For example:** Have you joined in our “Increase Your Cybersecurity Awareness” learning challenge yet? Luckily for you, there’s still plenty of time to get involved.

# Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

Learn how to do this on [page 07](#).



Get your whole organization involved.

Learn how to do this on [page 08](#).

[Download promotional banners](#)



03

## Prep for the final stretch.

Send a second reminder close to the end of the challenge so you can help spur your learners on.

**For example:** There's still time to get involved with our latest Learning Challenge, "**Increase Your Cybersecurity Awareness.**" Check out the calendar I emailed on [<date>](#) for important tips on how to keep your team and the company safe from cyberattacks.

## Celebrate.

Send a positive wrap-up message to celebrate your team's effort.

04

**For example:** Thank you for taking part in the "**Increase Your Cybersecurity Awareness**" learning challenge. It's my hope that you come away from this exercise with the knowledge and tools needed to keep your team and the company safe from cyberattacks.



# Launch email template

Use this email template to kick off your campaign and share the learning calendar with your team.

[Download email banners](#)



Subject line: Increase your cybersecurity awareness

## Increase Your Cybersecurity Awareness



LinkedIn Learning

Hi Team,

A people-centric security strategy links hybrid work environments and cybersecurity awareness practices to support the evolution of work in a way that centers on the equity and inclusivity of people and data. By protecting yourself, you protect the company too. To help strengthen your cybersecurity defense, I'd like to share a Learning Challenge running from **<start date>** to **<end date>** that'll share important tips on how to keep us all safe.

I've attached a calendar of selected LinkedIn Learning videos that'll just take about 5–10 minutes a day. I'll also send a reminder later in the month, but it's worth starting early and staying on track. If you have any questions in the meantime, feel free to reach out.

Happy learning!

**<Name>**

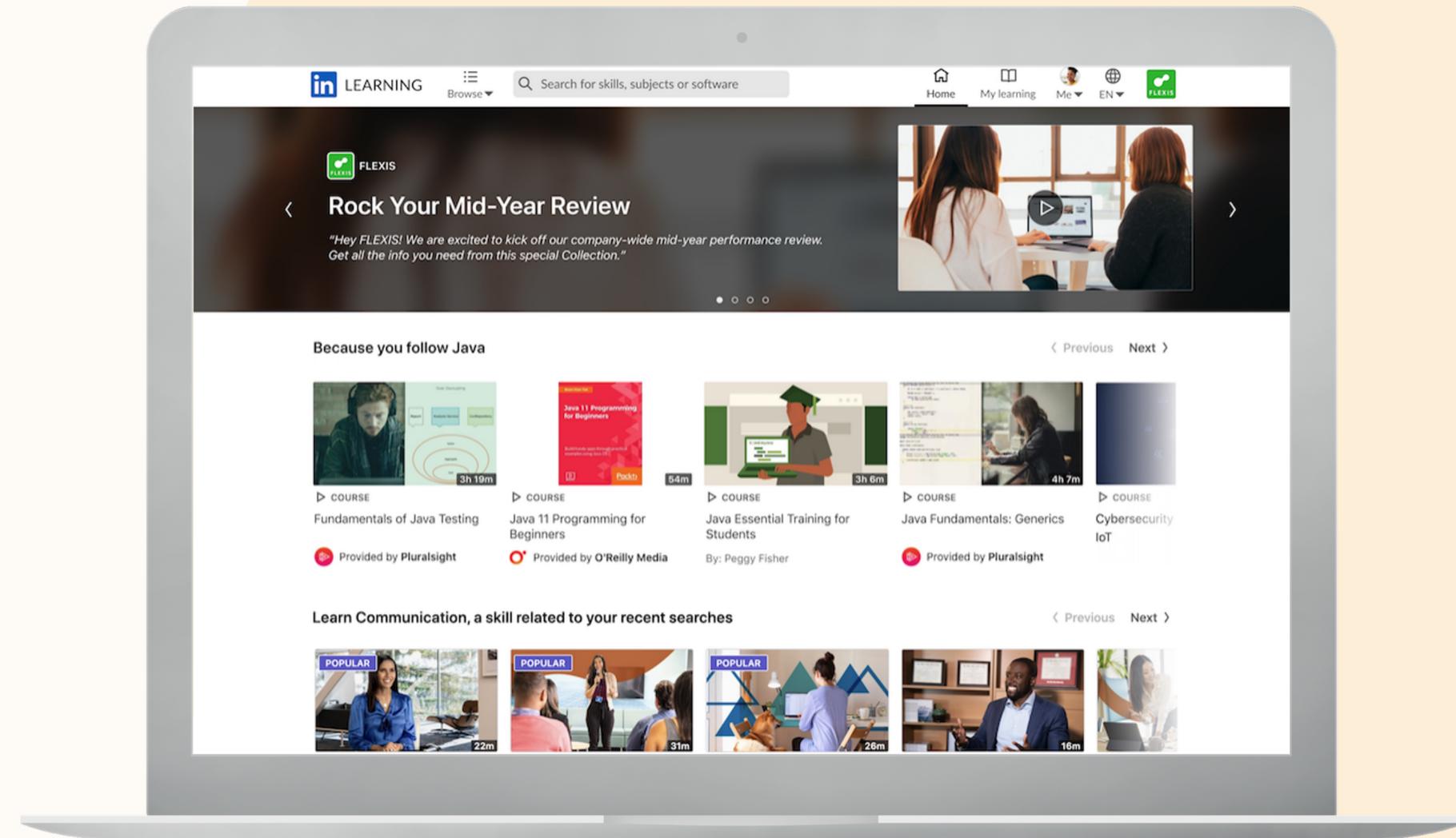
# Promote your campaign on the homepage

With a [LinkedIn Learning Hub](#) account, you can promote Learner Challenges within your organization by creating a campaign that displays on the learner homepage.

The learner homepage banner is customizable and you can add your company logo to ensure your campaign stands out to your learners.

Click below to watch a short video on setting up your own homepage campaign.

[Watch now](#)



# Tips and tricks to get more people involved in your L&D goals

LinkedIn data has shown that most team leads and executives are eager to support learning programs.

Here are a few ways to leverage executive influence to inspire employees to learn.



01

Have executives record a video or provide a one-sentence quote.

Be motivational and inspirational to get your team excited about learning, rather than feeling pressured to participate.

02

Include reminders in organizational communications.

Gentle reminders go a long way. Especially if you acknowledge your appreciation that your team is using their free time for learning.

03

Cultivate friendly competition.

Make things competitive with goals and rewards for your top learners in order to motivate more people to get involved.

04

Encourage your learners and team leads to share their favorite courses.

With so many courses available, it can be hard to know where to begin. Asking participants to share and discuss their favorite lessons is a great way to encourage conversation around the challenge and increase uptake.

# Thank you.

We hope you found this toolkit useful.

Don't forget to check out other Learner Challenges available on our website.

[View more Learner Challenges](#)