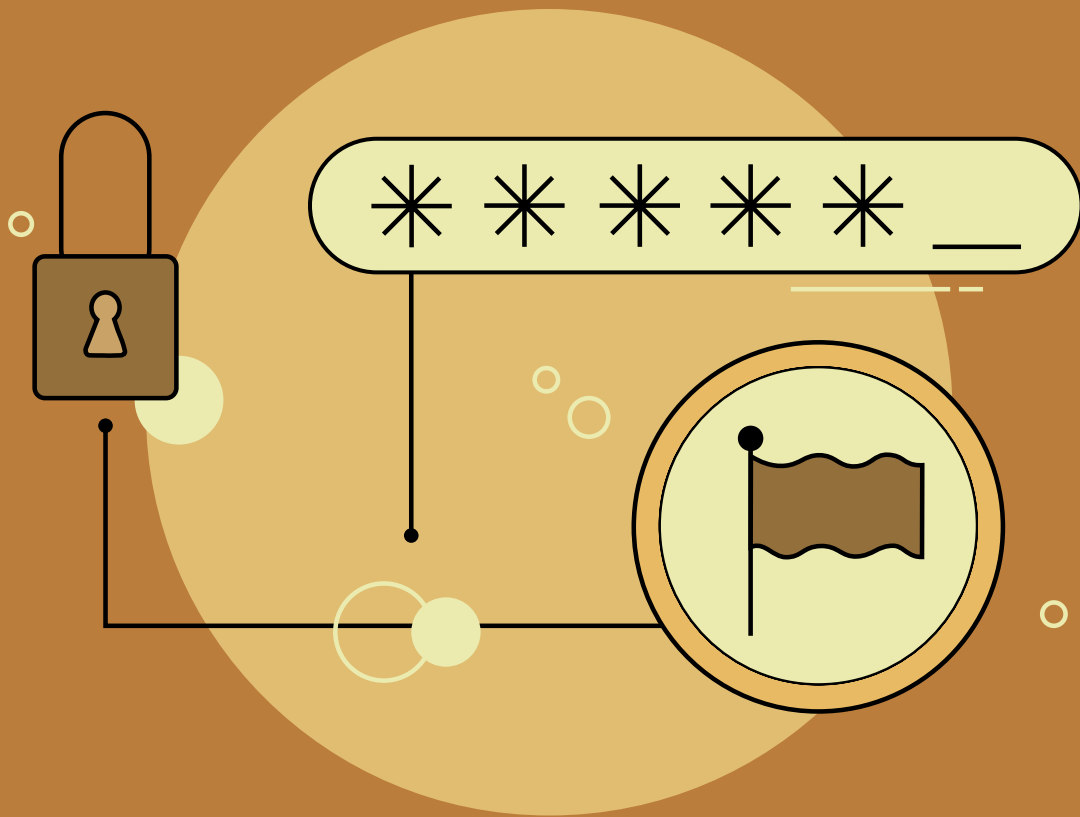




# Cybersecurity

## Marketing Kit





# BEFORE YOU GET STARTED

## Do you know your subdomain?

The first portion of the URL you share must include your subdomain; otherwise, the link may redirect users to another partner's Wellness Center. See below:

[YOUR DOMAIN].banzai.org/wellness/



If you're unsure about your subdomain, you can find it in two ways:

1. Check your subdomain in the details on your Banzai Manager's profile page. Navigate to the Manager, select 'Home' in the left-screen menu, and click 'Profile.'
2. Contact your Banzai representative for assistance if you can't find it in the Manager.

# Marketing Kit Overview

Create a powerful and focused marketing campaign to promote the content in your Wellness Center. Banzai's marketing kits contain everything you need—including assets, hashtags, and copy—for easy and hassle-free marketing.



[Coach: Are You Cyber Safe? For Teens](#)



[Article: Ransomware](#)



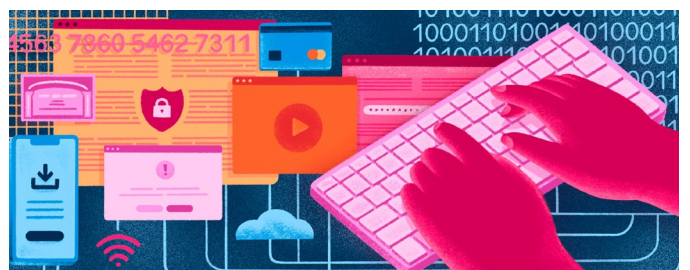
[Coach: Workplace Cybersecurity](#)



[Article: 50 Internet Safety Tips](#)



[Coach: Scam Checker](#)



[Article: Recognizing and Avoiding Scams](#)



[Course: Digital Citizenship](#)



[Article: Romance & Dating Scams](#)

# Social Media

Build brand recognition by posting consistent, high-quality content to social media—without spending hours creating content and writing captions. This kit includes hashtags, captions, and customized images for Facebook, Instagram, and Twitter.

## INSTRUCTIONS

1. Click “download” on the platform image
2. Copy and paste the provided caption and hashtags
3. Recommended: link to the correlating Wellness Center resource  
(Ex: [YOURDOMAIN.banzai.org/RESOURCENAME](https://YOURDOMAIN.banzai.org/RESOURCENAME))
  - a. **ON FACEBOOK:** paste the URL in a post
  - b. **ON TWITTER:** paste the URL in a tweet or post a Bitly link if the URL is too long
  - c. **ON INSTAGRAM:** post the URL in your bio or use a link-in-bio resource to post multiple links

### Posting Frequency

- For a shorter campaign: post daily
- For a longer campaign: post every 2-3 days
- Vary your posting times to see what results in the best audience engagement

### Social Media Post #1 - [Are You Cyber Safe? For Teens](#)

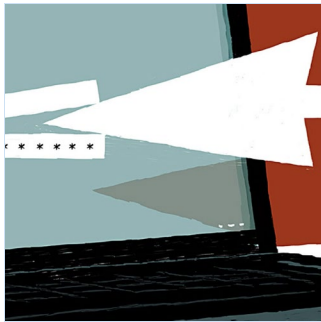


PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Spot online misinformation in the Banzai game "Are You Cyber Safe? For Teens."
Twitter (X)	<a href="#">Download</a>	Test your cyber safety smarts with this Banzai game on our site (best for ages 13-18).
Instagram	<a href="#">Download</a>	What do a catfish and a phishing scam have in common? Test your or your child's cyber safety smarts with this Banzai game and find out. (Ages 13-18).

#### HASHTAGS

#teachbanzai #cybersafety #safetyonline #moneymatters #financialgoals #cybersecurity

### Social Media Post #2 - [Ransomware](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Guard your digital world against ransomware by learning more about it with this article on our site.
Twitter (X)	<a href="#">Download</a>	Protecting your digital world is crucial. This article delves into what ransomware is, how it works, and how you can safeguard yourself.
Instagram	<a href="#">Download</a>	Stay informed and secure your digital space with this article on our site titled, "Ransomware."

#### HASHTAGS

#Ransomware #CyberSecurity #StaySafeOnline #DigitalProtection #DigitalSafety #StayProtected

### Social Media Post #3 - [Workplace Cybersecurity](#)

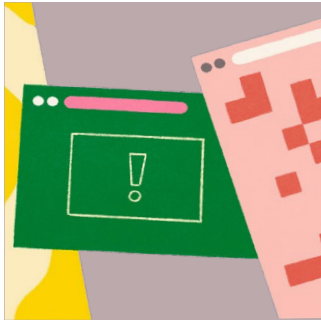


PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Teach your company how to stay safe with this Workplace Cybersecurity Coach on our site.
Twitter (X)	<a href="#">Download</a>	Understand the nature of email scams with the Workplace Cybersecurity Coach on our site.
Instagram	<a href="#">Download</a>	Predators lurk behind every device. Learn how to recognize them and fight back with this Workplace Cybersecurity Coach on our site.

#### HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #debt

## Social Media Post #4 - [50 Internet Safety Tips](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Check out our article, “50 Internet Safety Tips,” to stay informed about the best practices for online security and privacy.
Twitter (X)	<a href="#">Download</a>	“50 Internet Safety Tips,” is packed with essential advice to keep you secure in the digital age. Read it on our site today!
Instagram	<a href="#">Download</a>	Your digital security is top priority which is why this article on our site—“50 Internet Safety Tips”—is a must-read for everyone navigating the digital world.

### HASHTAGS

#InternetSafety #CyberSecurity #OnlinePrivacy #DigitalProtection #DigitalWellness

## Social Media Post #5 - [Scam Checker](#)

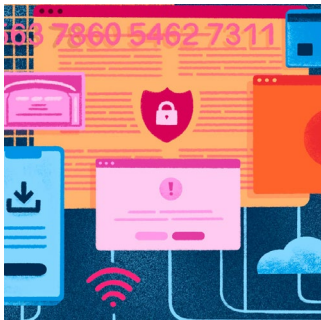


PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	This “Scam Checker Coach” on our site will help you spot and avoid online traps. Access it on our website today.
Twitter (X)	<a href="#">Download</a>	Did you get a strange text, email, or voice message? This Coach can help gauge a scam in five easy questions or less. Use it on our site.
Instagram	<a href="#">Download</a>	This “Scam Checker Coach” on our site asks some simple questions so you can gauge the intention of a text, email, or other message.

### HASHTAGS

#ScamChecker #OnlineSafety #FraudPrevention #StayAlert #FraudProtection #StaySmart

## Social Media Post #6 - [Recognizing and Avoiding Scams](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Learn how to identify red flags and protect yourself from fraudsters with this article on our site: “Recognizing and Avoiding Scams.”
Twitter (X)	<a href="#">Download</a>	Stay ahead of scammers with this article on our site titled, “Recognizing and Avoiding Scams.”
Instagram	<a href="#">Download</a>	Dive into this article on our site “Recognizing and Avoiding Scams” to learn the tactics fraudsters use and how to protect yourself.

### HASHTAGS

#ScamAwareness #OnlineSafety #FraudPrevention #StayAlert #StayInformed



## Social Media Post #7 - [Digital Citizenship](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Discover the keys to responsible online behavior with this Digital Citizenship Coach on our site.
Twitter (X)	<a href="#">Download</a>	Learn how to be a responsible digital citizen with this Coach on our site.
Instagram	<a href="#">Download</a>	Gain insights on online ethics, respectful communication, and more with this Coach on our site.

### HASHTAGS

#DigitalCitizenship #OnlineEthics #DigitalRespect #CyberEducation #RespectfulOnlineBehavior #CyberAwareness #InternetSafety

## Social Media Post #8 - [Romance & Dating Scams](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Learn how to protect yourself against romance scams with this article on our site.
Twitter (X)	<a href="#">Download</a>	This article on “Romance & Dating Scams” sheds light on the tactics fraudsters use to exploit emotions. Check it out on our site today.
Instagram	<a href="#">Download</a>	Educate yourself and stay one step ahead of scammers no matter where you think their interests lie. Check out this “Romance & Dating Scams” on our site today.

### HASHTAGS

#RomanceScams #DatingFraud #OnlineSafety #LoveSmart #DatingFraud #InternetSafety

# Email Templates

This informational email template showcases the content you offer your community through your Banzai sponsorship. Copy and paste the provided email template, add images, and hit Send.

## INSTRUCTIONS

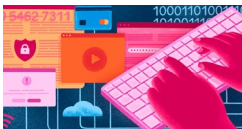
1. Copy the text into your preferred email marketing platform
2. Download any images you want to use from the social media links above and place them in the email
3. Format the email as desired
4. Ensure that all links lead to the resource on your branded site:  
(Ex: [YOURDOMAIN.banzai.org/RESOURCENAME](#))

## Sample Email Template

**SUBJECT LINE:** October is Cybersecurity Month

**BODY TEXT:**

Looking for ways to help yourself and your family stay safe online? [\[YOUR ORGANIZATION NAME\]](#) has resources that can help digital citizens of all ages.



### Recognizing and Avoiding Scams

Con artists cheat Americans out of billions of dollars every year. Recognizing red flags for potential scams can help protect you, your loved ones, and your hard earned cash. [Read more here.](#)



### Are You Cyber Safe? For Teens

Worried about your children's digital presence? Some things online are obviously unsafe and some decisions are clearly unwise, but others? Well... they can be tricky. This Coach will test your or your children's cyber security expertise. [Start by clicking here.](#)



### Scam Checker Coach

Scams are popping up all over the U.S. The Scam Checker can help you know whether a message is worth investigating or if it's probably a scam. [Use it here.](#)

Visit [\[YOUR DOMAIN\].banzai.org](#) to check out our huge library of articles, calculators, and Coach sessions designed to help you with all of your financial questions.





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