Neighbourhood Watch - November

PROTECT YOUR Pa$$W0Rd in 3 easy steps

1. Create a separate password for your email account
2. Use 3 random words
3. Turn on two-factor authentication (2FA)

To find out more about how to do each step visit our Password Protection page on our website .

But we won't stop there! Whilst taking those **3 easy steps** will go a long way to protecting yourself online, we want to protect not just you but **your whole community**! To do this, we are asking you to spread the word and help protect your family, friends, colleagues and neighbours by **sharing these 3 easy steps with 3 others**.

To share with others you can forward this email to at least 3 of your friends, share the information from our Password Protection page in your local newsletter, or share our campaign on your social media channels using our Protect your Pa$$W0Rd Campaign Pack,

More about the campaign
Our campaign will run on social media for 4 weeks from 9th November 2020. We are targeting both Neighbourhood Watch members and non-members alike with two different attitudes to online security.

For those that are unsure and overwhelmed by an abundance of advice, we want to cut though the noise and **simplify the confusion**, so they feel empowered to take action.

And for those that think 'it won't happen to me' we want to shock them into action, so that they realise how prevalent the problem is, **even amongst young people.**

We have created social media animated and still graphics targeted to both those audiences, supported by further information detailing how and why to take each step on our dedicated **Password Protection** page.

Download our **Protect your Pa$$W0Rd Campaign Pack** to share the campaign across your networks using email, whatsapp, Instagram, Twitter, Facebook and in newsletters.

Why not go one step further and share our **Protect your Pa$$W0Rd Press Release** locally and don't forget to let us know about any local press you are able to generate.

Visit our Protect your PA$$word campaign page to find out more.