

READ ME FIRST

Your Cybersecurity Awareness Month kit

Everything you need to run October's program, "Don't Make It Easy for Them."
Four weeks, four habits, about 15 minutes a week.

Start in 3 steps

- 1 Open 01 Start Here / Deploy Playbook (AI-ready).md**
It opens in any text editor (Notepad, TextEdit) or right in your browser. Using an AI assistant? Paste the whole file in and use the prompt at the bottom.
- 2 Fill in 5 blanks**
How your people report suspicious messages, who the emails come from, your password manager, where you post, and where posters go. Every blank in the Word files is in [BRACKETS].
- 3 Print, schedule, go**
Print the posters and the calendar. Schedule Week 1's email and posts for Thursday, October 1.

What's inside

01 Start Here	Deploy Playbook (.md): the whole month, step by step, with every email and caption. Plus the October 2026 calendar (PDF).
02 Social Graphics	13 square graphics (1080x1080), named by week and posting order.
03 Posters	5 posters, each in 18x24 in and US Letter PDF. "Report It" has a blank line for your report button or IT contact.
04 Infographics	7 tall graphics for screens: spotting phishing, passphrases, MFA, updates, what to do if you click, remote work, and current stats.
05 Tip Sheets	6 one-page PDFs to attach to emails or hand out.
06 Emails, Social Copy and Blogs	5 emails, 13 captions with alt text, and 4 blog posts in Word. Edit freely.
Videos (separate ZIP)	8 short Hook Studios videos (MP4), downloaded from the kit page.

Short on time? Send each email on its date and one social post a week. That covers all four habits.

What's current in this kit

- **Passphrases, not passwords.** Advice follows NIST SP 800-63B-4 (2025) and CISA: length first (16+ characters, or 5 to 7 random words), a unique one for every account, a password manager, and no forced character mixes or calendar-based changes.
- **Phishing advice for the AI era.** Typos are no longer the tell. The kit teaches people to watch for pressure, secrecy, and requests that move money or access.
- **Current reporting steps.** Report at work first. At home: reportphishing@apwg.org, texts to 7726 (SPAM), ReportFraud.ftc.gov, and ic3.gov for losses.
- **Current numbers.** Stats come from the FBI IC3 2025 report and the Verizon 2026 DBIR, with sources on each piece.
- **Reusable next year.** Graphics, posters, and tip sheets carry no year. Only the calendar, the playbook dates, and the stats are dated.

Free live webinars • Thursdays, 2:00 PM ET

- **Oct 1:** Next-Gen Defense: Live Demo of Hook Security's Relaunched Platform
<https://haekka.wistia.com/live/events/fplb6s61vn>
- **Oct 8:** The Anatomy of Manipulation: What 7 Years of Data Reveals About the Psychology Attackers Use
<https://haekka.wistia.com/live/events/usha5096ke>
- **Oct 15:** Clash of the Titans: 3 Security CEOs Debate the Future of Awareness Training
<https://haekka.wistia.com/live/events/j5ohvaeewz>
- **Oct 22:** The Culture Shift: Real Stories from Building Security-First Organizations
<https://haekka.wistia.com/live/events/jzwoh2reim>
- **Oct 29:** The Hook Security Trick or Treat Game Show: Can You Spot the Real Phish?
<https://haekka.wistia.com/live/events/ruxw6q2ex3>

Something to watch, something to play

- **Hook Studios:** free episodes of sketch comedy, expert interviews, and practical advice.
hooksecurity.co/studios
- **Hook Security on YouTube:** youtube.com/@HookSecurity
- **Hook Minute:** a free daily phishing game. Five messages a day: spot the real ones. hookminute.com
- **Cybersecurity Awareness Party:** an 89-round trivia game on CrowdParty. Play it live with your team.
crowdparty.app

Using this kit

- Free to use, print, and share inside your organization and with your clients. Edit the Word files however you like.
- Questions or ideas? hooksecurity.co