

Cybersecurity Awareness Month • October 2026

Your day-by-day rollout. Every item maps to a file in this kit or the video download. Free live webinars every Thursday at 2:00 PM ET.

HOOK  **SECURITY**

	MON	TUE	WED	THU	FRI
Week 1 Phishing starts Oct 1	Sep 28 Prep: print posters, schedule posts			Oct 1 - Email 1: Kickoff - Social W1-01 - Webinar 2 PM ET	Oct 2 - Infographic: Spot a Phishing Message - Two Phish and a Lie
Week 1 Phishing	Oct 5 - Social W1-02 - Hang poster: Five Signs	Oct 6 - Blog 1: Phishing - Social W1-02b example	Oct 7 - Tip sheet: Spot Phishing - Phishing Q&A	Oct 8 - Social W1-03 - Lego Phishing - Webinar 2 PM ET	Oct 9 Hook Minute challenge
Week 2 Passphrases	Oct 12 - Email 2: Passphrases - Social W2-04 - Hang poster: Passphrases	Oct 13 - Infographic: Passphrases 101 - Social Media + Passphrases	Oct 14 - Blog 2: Passphrases - Social W2-05	Oct 15 - Social W2-06 - Tip sheet: Passphrases - Webinar 2 PM ET	Oct 16 Password manager setup hour
Week 3 MFA + passkeys	Oct 19 - Email 3: MFA - Social W3-07 - Hang poster: Don't Approve It	Oct 20 - Infographic: MFA + Passkeys - Phishing for Answers: MFA	Oct 21 - Blog 3: MFA - Social W3-08	Oct 22 - Social W3-09 - Tip sheet: MFA - Webinar 2 PM ET	Oct 23 - Corporate Chaos: Smishing - Infographic: By the Numbers
Week 4 Updates + reporting	Oct 26 - Email 4: Updates + Reporting - Social W4-10 - Infographic: Updates	Oct 27 - Social W4-11 - Infographic: Clicked a Link? - Hang poster: Report It	Oct 28 - Blog 4: Updates + Reporting - Phishing for Answers: Reporting	Oct 29 - Social W4-12 - Incident Report Sketch - Game Show 2 PM ET	Oct 30 - Email 5: Wrap-up - Team trivia (CrowdParty)

 Email  Social post  Print  Infographic  Video  Blog  Live webinar  Activity