

October 2021 Tips & Taglines

Earthquake Safety and Cybersecurity Tips & Taglines

The Federal Emergency Management Agency ([FEMA](#)) and the [Ready Campaign](#) will be promoting Earthquake Preparedness this October and encouraging the whole community to take part in [the Great ShakeOut Earthquake Drills](#) occurring across the country on Oct. 21.

It only takes a matter of seconds to change your life and community. Earthquakes can happen with no notice at any time; you could be at work, school, in a car, or at home. Region 3 states are not immune to earthquakes – since the early 1900s, there have been some 378 earthquakes in Pennsylvania, Delaware, Maryland, Virginia, and West Virginia. The 2011 magnitude 5.8 earthquake in Mineral, Va., illustrated the fact that it is impossible to predict when or where an earthquake will occur, so it's important that you and your family are prepared ahead of time.

October is also Cybersecurity Awareness Month, which is an annual campaign to raise awareness about cybersecurity. We live in a world that is more connected than ever before. The internet touches almost all aspects of everyone's daily life, whether we realize it or not. Cybersecurity Awareness Month is designed to engage and educate public and private sector partners through events and initiatives to raise awareness about cybersecurity, provide them with tools and resources needed to stay safe online, and increase the resiliency of the nation in the event of a cyber incident.

Cybersecurity Awareness Month 2021 encourages individuals and organizations to own their role in protecting their part of cyberspace, stressing personal accountability and the importance of taking proactive steps to enhance cybersecurity. This year's overarching message is **"Do Your Part. #BeCyberSmart."**

The resources here are meant to provide you with a quick guide that makes it easy for you to lead by example. Included are:

- Tagline quotes that you can add to your email signature block to direct readers to preparedness sources.
- Tips and key messages. These tips can be posted on bulletin boards, reinforced at meetings, and worked into talking points at public events.
- Graphics, logos, banners and posters.

Our goal is to provide tools that everyone can use and share to spread the message. We are always open to any feedback or suggestions. These DIY tools will always be synchronized with ongoing seasonal preparedness themes throughout the year.

2021 Cybersecurity Awareness Month

Cybersecurity Awareness Month 2021 Themes

- **Week of October 4** – Be Cyber Smart.
- **Week of Oct. 11:** Phight the Phish!
- **Week of Oct. 18:** Explore. Experience. Share.
- **Week of Oct. 25:** Cybersecurity First.

Key Messages for Cybersecurity Awareness Month 2021

- Set strong passwords, change them regularly, and don't share them with anyone.

Do not include your name, your kids' or pets' names, or other well-known information about yourself in your password;

Avoid using common words in your passwords or passphrases. Instead, break up words with numbers and punctuation marks or symbols. For example, @ can replace the letter "A" and an exclamation point (!) can replace the letters "I" and "L"; and

Use a combination of uppercase and lowercase letters.

- Keep your operating system, browser, and other critical software optimized by installing updates.
- Maintain an open dialogue with your friends, family, colleagues and community about internet safety.
- Use privacy settings and limit the amount of personal information you post online.
- Be cautious about offers online – if it sounds too good to be true, it probably is.

Talking Points for Cybersecurity Awareness Month 2021

- Cyber criminals do not discriminate; they target vulnerable computer systems regardless of whether they are part of a large corporation, a small business, or belong to a home user. Cybersecurity is a shared responsibility in which all Americans have a role to play. The [Stop.Think.Connect](#) toolkit provides resources for all segments of the community.
- To get more involved with Stop.Think.Connect, visit <https://www.stophinkconnect.org/get-involved>.
- When dealing with cybercrime, an ounce of prevention is truly worth a pound of cure. Cybercrime in all its many forms (e.g., online identity theft, financial fraud, stalking, bullying, hacking, email spoofing, information piracy and forgery, intellectual property crime and more) can, at best, wreak havoc in victims' lives through major inconvenience and annoyance. At worst, cybercrime can lead to financial ruin and potentially threaten a victim's reputation and personal safety.
- Every age group is vulnerable to cyberbullying, but teenagers and young adults are common victims. Cyberbullying is a growing problem in schools. Cyberbullying has become an issue because the internet is fairly anonymous, which is appealing to bullies

because their intimidation is difficult to trace. Unfortunately, rumors, threats and photos can be disseminated on the internet very quickly.

Earthquake Safety and 2021 Great Shakeout

Key Messages for Earthquake Safety and the 2021 Great Shakeout

- The Great ShakeOut, held Oct. 21, 2021, is the world's largest earthquake drill with over 11.3 million participants registered so far this year. Participation spans the United States and its territories, and 40 other countries.
- While COVID-19 has brought many uncertainties and challenges, one thing's for sure: ShakeOut is still happening this year! It's actually a good idea to practice earthquake safety in different situations each year, and ShakeOut organizers and FEMA Region 3 are here to support you.
- Follow the seven steps to earthquake safety:
 - Secure your space by identifying potential hazards in your home and securing moveable items.
 - Plan to be safe by create a family [disaster preparedness plan](#) and knowing how you'll communicate in an emergency.
 - Organize disaster supplies in [emergency kits](#).
 - Be [financially prepared](#) by organizing important documents, [strengthening your property](#), and considering insurance.
 - Drop, Cover and Hold On when the earth shakes.
 - Improve safety after earthquakes by evacuating if necessary, [helping the injured](#), and preventing further injuries or damage.
 - Reconnect and restore daily life by reconnecting with others, repairing damage, and rebuilding communities.

Talking Points for Earthquake Safety and 2021 Great Shakeout

- This October, we're encouraging the whole community to practice earthquake preparedness and take part in [the Great Shakeout Earthquake Drills](#) occurring across the country on Oct. 21.
- Practicing how to respond to an earthquake can keep you safe! In an earthquake, you may only have seconds to protect yourself before strong shaking knocks you down or objects fall on you. If you practice often, you'll be better prepared to respond.
- Ground shaking during an earthquake is seldom the cause of injury. Most earthquake-related injuries and deaths are caused by collapsing walls and roofs, flying glass and falling objects. It is extremely important for a person to move as little as possible to reach the place of safety he or she has identified. Most injuries occur when people try to move more than a short distance during the earthquake
- To prepare for an earthquake, identify safe places to go, such as under a sturdy piece of furniture or against an interior wall so when the shaking starts you can respond quickly. The safe place should be within a few steps to avoid injury from flying debris.
 - Remember that an earthquake can occur at any time, so know your plans for where you'd go when you're in your home, your office, your car, etc.
- If you are inside a building, move no more than a few steps, then Drop, Cover and Hold On:
 - **DROP** to the ground,
 - Take **COVER** by getting under a sturdy desk or table or crouching against an interior wall, and
 - **HOLD ON** to it until the shaking stops.

Suggested Tagline Quotes

Add the below tagline to your emails to remind friends, family, and fellow business owners to prepare for emergency scenarios:

- ["It takes an earthquake to remind us that we walk on the crust of an unfinished earth."](#)
 - *CBS News Sunday Morning, January 23, 1994*
- ["Nature has a myriad of weapons to combat human arrogance."](#)
 - Wayne Gerard Trotman
- ["Earthquake reminder: The place which you think you own is not actually yours."](#)
 - Nitya Prakash
- ["If you're not paying for the product, then you are the product"](#)
 - Andrew Lewis
- ["Fake news on Twitter spreads six times faster than real news."](#)
 - *Tristan Harris*
- ["Passwords are like underwear: don't let people see it, change it very often, and you shouldn't share it with strangers."](#)
 - Chris Pirillo

Social Media

Social Media for Earthquake Safety and 2021 Great Shakeout

- #EarthquakePrep #TipOfTheDay Fasten heavy objects to the building structure.
- #EarthquakePrep #TipOfTheDay Make sure all gas heaters and appliances are connected to the gas pipe through flexible tubing.

- #EarthquakePrep #TipOfTheDay Relocate objects to avoid blocking exits.
- #EarthquakePrep #TipOfTheDay Secure your wood stove to wall or floor studs. Make sure you have a fire extinguisher close at hand.
- #ShakeOut, the world's largest earthquake drill, is 10/21 Join us: www.ShakeOut.org/register.

Social Media for Cybersecurity and 2021 Cybersecurity Awareness Month

- #BeCyberSmart during Cybersecurity Awareness Month 2021! Follow @CISAgov and @StaySafeOnline to get the latest updates throughout October!
- #DYK in 2019 more than \$3.5 billion was lost globally to cybercrime? Learn how to #BeCyberSmart and protect yourself by participating in Cybersecurity Awareness Month.
- Cybercriminals often impersonate big-name brands. Do you know how to protect yourself from #phishing scams? Visit cisa.com/cybersecurity-awareness-month to learn more! #BeCyberSmart
- #DYK 7 million data records are compromised daily? #BeCyberSmart and learn how to protect your data online by visiting cisa.gov/cybersecurity-awareness-month
- #DYK there's a free cyber planner available to #smallbiz from @FCC? Find it here: www.fcc.gov/cyberplanner #BeCyberSmart
- Learn about Cybersecurity Awareness Month 2021 by following @StaySafeOnline & @CISAgov www.staysafeonline.org & cisa.gov/cybersecurity-awareness-month #BeCyberSmart

Graphics

