2019 Results

NCSAM 2019 Toolkit

17,118 total downloads (from mid-August to end of October)

Champions

2,477 organizations and individuals registered as 2019 Champions

Average Champion registration increase: +23% year over year

93% used the Own IT. Secure IT. Protect IT. theme in their activities

Combined estimated reach of all Champion organizations:

50.4 million

Champions represented various sectors

- Private Industry: 40.9%
- Higher Education: 16.9%
- Government: 10.9%
- Non-profit: 9%
- K-12 Education: 2.9%
- Other: 18.4%

Champion Geographical Reach

40 Countries
50 States
#CyberAware and #BeCyberSmart

**Usage**

5 billion Global views

3.5 billion National views

In its inaugural year, "Own IT. Secure IT. Protect IT." was well received with 60% more global readers than 2018’s NCSAM theme.

+1.9K broadcast segments conducted

~13M people reached

**Digital and Social Media**

StaySafeOnline.org Website Analytics  
(Oct 2019)

<table>
<thead>
<tr>
<th></th>
<th>+150k sessions</th>
<th>+124k unique visitors</th>
<th>+334k page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase from 2018</td>
<td>7%</td>
<td>15%</td>
<td>9%</td>
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#CyberAware and #BeCyberSmart Usage  
(Sept - Oct 2019)

<table>
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<tr>
<th></th>
<th>+95k tweets with #CyberAware and/or #BeCyberSmart</th>
<th>+32k users tweeted with the hashtags</th>
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<tr>
<td>Total approx. reach</td>
<td>63.9 million</td>
<td>778.4 million</td>
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Partners who helped promote the NCSAM hashtags include:
@Android; @DeptofDefense; @FBI; @FCC; @NSAGov; @Nasdaq; @SBA; @BankofAmericaNews; @USCommerceDept; @WellsFargo; @USArmyReserve; @FireEye; @Symantec; @ESET; @RSA; @McAfee and @VISANews

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