Data Privacy Day 2020 Results Report

Presented by

2020 Event: A Vision for the Future

Data Privacy Day 2020 was attended by 168 people. The event recording has over 10,000 views on YouTube, resulting in over 133k impressions.

Champions

1,218 organizations and individuals registered as 2020 Champions

797 organizations 421 individuals

14.8% increase from 2019 7.4% increase from 2019

94% used the NCSA resources in their campaigns or activities

Champions represented various sectors

Private Industry 45.2%
Higher Ed 17.7%
Other 14.7%
K-12 Education 10.1%
Government 6.6%
Non-profit 5.0%

Tradiotinal Media

DPD Stories and Reach

1.4k unique articles
19 press releases

Those stories resulted in:

4 billion Global views

170+ broadcast segments conducted

~5.7m people reached

Digital and Social Media

Staysafeonline.org Webpage Views (Jan 2020)

136k visits
42.7% increase from 2019

277k page views
11% increase from 2019

#PrivacyAware and #DataPrivacyDay Usage

64.4k tweets with #PrivacyAware and/or #DataPrivacyDay
30.6k users tweeted with the hashtags

436.4 million Total approx. impressions

Partners who helped promote the DPD hashtags include:

@NSAgov, @NCSC, @CTFCenter, @NIST, @서비스, @Yubico, @IDTheftCenter, @NISTCyber, @3MScreens, @Firefox, @BBB, @HerjavecGroup, @NortonLifeLock, @CISAgov, @USArmy, @missmayim, @USNavy, @Siemens, @TMobile, @Siemens, @IBM

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