



**Think Safe.
Share Safe.
Stay Safe Together.**

Communications Toolkit #1



Week of October 5-9, 2026

Digital Me – Secure Habits Matter focuses on helping students and families build the knowledge and habits needed to stay safe online. From protecting personal information and managing digital footprints to recognizing scams, cyber threats, and other online risks, this theme encourages people to make informed choices and use technology with confidence. By developing strong digital habits early, students can better protect themselves, their accounts, and their privacy while building skills that will serve them throughout their lives.

Key Topics

- Password security
- Multi-factor authentication
- Privacy and personal information
- Phishing, scams, and fraud
- Identity theft
- Safe downloads
- Digital footprints

www.k-12cyberawareon.ca/digital-me

Videos

All videos are available at www.k-12cyberawareon.ca/digital-me



Phishing: Learn how cybercriminals use urgency, fear, and curiosity to trick people into clicking malicious links or revealing personal information.



Identity Theft: Explore how personal information shared online can be used to access accounts, commit fraud, or steal someone's identity.



Mobile Devices: Practical tips for protecting smartphones, tablets, and other mobile devices through updates, security settings, and safe habits.

Infographics

All infographics are available at www.k-12cyberawareon.ca/digital-me



6 Cyber Scams and How to Avoid Them

6 Tips for Strong Passwords

7 Ways to Keep Your Information Safe Online

Posters

All posters can be downloaded at www.k-12cyberawareon.ca/resources/

The following posters align well with this week's theme and can be displayed in schools, board offices, libraries, staff rooms, common spaces, and using digital signage.



Social Media Content

Boards are encouraged to share these posts directly, adapt them for local audiences, or schedule them alongside local communications activities.



Social Post #1

Every day, cybercriminals rely on one thing: people reacting before they have time to think.

Phishing emails and text messages often create urgency by claiming there's a problem with your account, a missed delivery, or an unexpected prize.

Before clicking a link or sharing personal information, take a moment to pause. Check who sent the message, look closely at the URL, and ask yourself whether it feels legitimate. A few extra seconds can prevent a costly mistake.

Explore more resources on secure online habits at www.k12cyberawareon.ca/digital-me.

#K12CAM2026



Social Post #2

Our phones travel everywhere with us, and they contain our photos, passwords, banking information, school accounts, emails, and personal conversations.

Protect your device by keeping software updated, using a strong screen lock, downloading apps only from trusted sources, and avoiding unsecured public Wi Fi whenever possible.

Building these simple habits can make a big difference in protecting your personal information.

Find more tips, videos and conversation starters at www.k12cyberawareon.ca/digital-me.

#K12CAM2026



Social Post #3

Identity theft doesn't happen overnight. It often happens because over time, we've shared little pieces of personal information that cybercriminals use to steal our identity and hack our accounts.

Birthdays, addresses, passwords, security questions, and even photos can all provide clues to someone trying to access your accounts.

Protect yourself by using unique passwords, enabling multi-factor authentication, and thinking carefully before sharing personal information online.

Check out this video on Identity Theft and protecting your information online: [VIDEO LINK]

Learn more about protecting your identity and your digital footprint at www.k12cyberawareon.ca/digital-me.

#K12CAM2026

Family Conversation Starters

Consider incorporating these questions into newsletters, school communications, parent engagement activities, or classroom discussions:

- What information should never be shared online?
- How do you know if a message can be trusted?
- Why are strong passwords important?
- What should you do if you think an account has been compromised?

Quick Ways to Participate This Week

- Share one or more social media posts.
- Feature a Digital Me resource in a board or school newsletter.
- Display a Digital Me poster on digital signage or in common areas.
- Share a family conversation starter with parents and caregivers.
- Highlight one Digital Me video through staff or school communications.
- Link directly to the Digital Me page from board and school websites.

Theme URL: www.k-12cyberawareon.ca/digital-me

Campaign Website: www.k-12cyberawareon.ca

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For more information: www.k-12cyberawareON.ca

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