**Your Content Calendar**

**How to use:**

* Each table is broken down by week:
  + The left column contains the type of content and a link to download the content that should be posted
  + The right column contains any specific instructions and the suggested caption for social media
* All social media graphics will have instructions in the “notes” section of the PowerPoint file to customize and save as an image.

**Getting Started:**

* Check out your starting analytics on your social media, email, and web platforms. This will give you a baseline of where you currently stand.
* After each week, take a look at the performance of each post, any emails sent, or any blogs on your website. This will allow you to track what type of content is resonating with your audience.
* After the 6 weeks laid out in this content calendar has concluded, take a look at all the data you’ve collected. What type of content got the most engagement? What pieces were your audience interested in most? Use what you’ve learned to build your next content calendar with all the resources in our “Partner Resources” page!
* Good luck and if you have any questions, let us know at [marketing@breachsecurenow.com!](mailto:marketing@breachsecurenow.com)

**Week 1**

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|  | **Content Title** | **Caption/Details** |
| Monday | [Social Media Graphic #1](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-1.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | Hide and seek might be a fun game to play with your kids, but not so much when it comes to data and your business.  Now, understanding where your organization stands in the fight against cybercrime has never been easier. At a glance, you can see what, and who, is putting you at risk!  Learn how you easy it can be to assess your employees’ security strength, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?brand_key=hbqqx&email=abc@domain.com>] |
| Tuesday | * [Email #1](https://www.breachsecurenow.com/wp-content/uploads/2021/08/BSN-Workbook-Email-1.docx) * [Employee Vulnerability Assessment Social Video](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Employee-Vulnerability-Assessment.mp4) | * Email #1: Customize the attached email and send to your email list! * Employee Vulnerability Assessment Social Video Caption:   When you think about training, is all you see time and money going down the drain?  Think again! Watch this quick video to see how easy it can be to meet your #securitytraining goals, without all the hard work.  Learn how you easy it can be to assess your employees’ security strength, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to https://security.pii-protect.com/cybersecurity/?brand\_key=hbqqx&email=abc@domain.com] |
| Wednesday | [BEC Scam Blog Post](https://www.breachsecurenow.com/2018/10/02/business-email-compromise-scams-stay/) | Copy, customize, & share on website & social media   * Add a call to action at the bottom of your blog: Learn how your team can become BEC scam-spotting superheroes here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?email=abc@domain.com&brand_key=j9jlm>]   Share on social media with the caption:  BEC...is that a new type of breakfast sandwich?  If you consider cheesy, scammy goodness a sandwich, then maybe! This hard-to-spot scam is all the rage with criminals these days. Because let’s face it, if your boss emails you to buy gift cards NOW, we’d all likely hop into action and do what the head-honcho says.  And that’s the trick! Read our latest blog to learn more about Business Email Compromise (BEC) scams and how you can help your staff avoid falling for this convincing trick. |
| Thursday | [Business Email Compromise Scams Video](https://www.breachsecurenow.com/wp-content/uploads/2018/11/BEC-Scams-1.mp4) | Did you know that criminals are getting sneakier by the minute? They have mastered the art of imitation and are using it to emulate CEOs and other decision makers to trick employees into wiring large sums of money or carry out other seemingly innocent requests.  Would your employees be able to spot one of these tricky scams? Learn how you can test their ability to spot scams like this, for free, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?brand_key=hbqqx&email=abc@domain.com>] |
| Friday | [Social Media Graphic #2](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-2.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | The thought of security awareness training may sound... well... boring. The good news? It doesn’t have to be!  With our gamified training approach, employees get excited to complete #securitytraining modules to improve their security score and beat out their coworkers to climb their company leaderboard!  Learn how easy it can be to train your employees, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?brand_key=hbqqx&email=abc@domain.com>] |

**Week 2**

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|  | **Content Title** | **Caption/Details** |
| Monday | [Gamified Training Social Video](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Gamified-Training.mp4) | Do you respect your employees time?  So why do we make them sit through boring #securitytraining that has them thinking “How stupid do they think I am?”  Our #gamified training program focuses on strengthening your staff, not talking down to them. Ask us how you can check it out and start making your employees feel valued, respected, and the key to your organization’s security! Learn more here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?email=abc@domain.com&brand_key=j9jlm>] |
| Tuesday | [Social Media Graphic #3](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-3.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | Does your HR manager cringe at the thought of rolling out ANOTHER piece of software?  Yeah, ours too. That’s why we KNEW our #securitytraining and #hipaacompliance program HAD to be hands-off to implement, manage, and track. Now, it’s never been easier for us, and our customers, to stay up-to-date on security trends and threats.  Your business, but protected by a superhuman firewall, without all the work. |
| Wednesday | [Training for Business Blog Post](https://www.breachsecurenow.com/2017/04/05/security-awareness-training-is-essential-for-small-businesses/) | Copy, customize, & share on website & social media   * The attached blog focuses on Security Awareness Training and how many data breaches are cause inadvertently by one unlucky employee. Feel free to link keywords, like “Security Awareness Training”, to any webpages you have on your site about your Security Awareness Training program or other pages that are relevant to any keywords you find. * Add a call to action at the bottom of your blog: Learn how you can get weekly, bite-sized training sent to your staff without doing ANY of the work, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?email=abc@domain.com&brand_key=j9jlm>]   Share on social media with the caption:  What’s the buzz with #securitytraining? What makes an effective training program? How do you even handle it all on top your day-to-day tasks? Read our recent blog to find out how security awareness training will help protect your business from the inside-out! |
| Thursday | * [Email #2](https://www.breachsecurenow.com/wp-content/uploads/2021/08/BSN-Workbook-Email-2.docx) * [Weekly Training Social Video](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Weekly-Training.mp4) | * Email #2: Customize the attached email and send to your email list! * Weekly Training Social Video Caption:   Did you know #cybercriminals spend up to 8 hours a week looking for new ways to trick their victims?  Trends move quickly, so it’s only right we stay up-to-date on just some of the new ways our staff could be tricked into sending funds to the wrong business or buying gift cards that they thought YOU requested.  Weekly, bite-sized #securitytraining automatically sent to your staff is just another way we’re helping our community fight back. Learn more here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?email=abc@domain.com&brand_key=j9jlm>] |
| Friday | [Social Media Graphic #4](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-4.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | When you were a kid, did you ever say, “I want to be a superhero when I grow up?” Me too.  While we grow up knowing we can’t throw on our spandex suits and fight criminals like Batman, we CAN be real-life superheroes that fight cybercriminals by stopping their attempts to steal money, information, and identities from our innocent communities.  Who was your favorite #superhero growing up? Check the comments for mine!   * Post in the comments your favorite superhero, have your staff comment on the post to boost engagement. If anyone comments on your post, make sure to reply to their comment. This will boost your engagement score and expand your post’s reach. |

**Week 3**

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|  | **Content Title** | **Caption/Details** |
| Monday | * [Email #3](https://www.breachsecurenow.com/wp-content/uploads/2021/08/BSN-Workbook-Email-3.docx) * [Engaging Training Social Video](https://www.breachsecurenow.com/wp-content/uploads/2021/08/EngagingTraining.mp4) | * Email #3: Customize the attached email and send to your email list! * Engaging Training Social Video Caption:   Do you ever wish you could offload your company headaches to a trusted third-party? Someone who will keep your business running so well, you almost forget they’re there?  👋 Company Name’s specialty is handling all the problems your employee Sam has with their computer, roll out #securitytraining that keeps your entire company safe, make sure all your systems are up-to-date so those not-so-trustworthy sites don’t do damage to your devices...All the stuff you hate to even think about, we LOVE to handle.  Check out this video of just one of the many ways we make your life simple with our hands-off training program! |
| Tuesday | [Social Media Graphic #5](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-5.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | You know you need to train your employees on #security best practices, but does the thought of ANOTHER thing to track have you debating unplugging all your computers instead?  We get it. That’s why we’ve got simple, easy-to-read reporting that will tell you EXACTLY where your company stands in minutes, not hours. One easy gamified score, visual reports that make employee reviews a breeze, and a #securitytraining program that employees ACTUALLY want to take.  Sound too good to be true? Ask us how you can check it out for free in the comments! |
| Wednesday | [Dark Web Blog Post](https://www.breachsecurenow.com/2019/02/01/shining-light-on-the-dark-web/) | Copy, customize, & share on website & social media   * Add a call to action at the bottom of your blog: Curious as to if your company has it’s own dark web presence? We’ll scour the dark web for free and let you know if you’ve got anything to worry about. Check it out here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/dark-web/?brand_key=hbqqx&email=abc@domain.com>]   Caption on social media:  You’ve heard about the #darkweb, but what’s this seemingly scary place really all about? Read our recent blog to learn about the scary...and the not-so-scary ways people use the dark web! |
| Thursday | [Social Media Graphic #6](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-6.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | What were you afraid of when you were a kid? For me, it was the boogeyman.  Once we grow up we realize that there aren’t monsters hiding under the bed. But now, we’ve got experienced criminals hiding behind our monitors. Stalking our social media accounts. Hunting on the dark web for reused passwords.  They may not eat you, but they could eat up your bank account or steal your identity. Take the first step at turning a light on these hidden hackers and request a FREE scan of your company’s address for any compromised credentials that these monsters could be feeding on. Check it out here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/dark-web/?brand_key=hbqqx&email=abc@domain.com>] |
| Friday | [Dark Web Social Video](https://www.breachsecurenow.com/wp-content/uploads/2020/04/Free-Dark-Web-Scan.mp4) | Did you know that 45% of surveyed people admitted to reusing passwords?  It might seem easier than remembering a different password for all the accounts you access daily, but cleaning up the possible aftermath could put you out of business completely.  The second a criminal finds a password linked to your business on the dark web, they’ll try that password and email combination on a number of software tools most businesses need to keep their doors open. If that password was used on LinkedIn and on your billing platform, you could be in for #databreach headache.  Request a FREE scan of your company’s address for any compromised credentials that could be putting you at risk. Check it out here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/dark-web/?brand_key=hbqqx&email=abc@domain.com>] |

**Week 4**

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|  | **Content Title** | **Caption/Details** |
| Monday | [Social Media Graphic #7](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-7.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | If you could have any superpower, what would it be?  Super-strength? Invisibility? Mindreading?  Maybe we can’t *actually* have superpowers, but we CAN fight cybercrime with interactive, gamified #securitytraining, and that’s pretty much like being a superhero, right?  Check out the comments to find out what superpower I would choose, and tell me what you would pick if you could be a superhero for a day!   * Post in the comments what superpower you would choose. Add to your comment: Learn how you can transform your most vulnerable staff into a strong superhuman firewall here: link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?email=abc@domain.com&brand_key=j9jlm> * Have your staff comment on the post to boost engagement. If anyone comments on your post, make sure to reply to their comment. This will boost your engagement score and expand your post’s reach. |
| Tuesday | [Security Risk Assessment Social Video](https://www.breachsecurenow.com/wp-content/uploads/2021/08/SRA.mp4) | It’s hard to fix something when you don’t know that it’s broken, are we right?  This goes for your organization’s security, too!  Identifying weak points in your safeguards can pay off tenfold in the future by showing you security gaps that could lead to a data breach if they go undetected.  We can run a Security Risk Assessment on your organization to find holes that could open the door for a cybercriminal! Learn how we can help you identify and mitigate risks before they lead to a data breach, here: link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?email=abc@domain.com&brand_key=j9jlm> |
| Wednesday | [Ransomware Blog Post](https://www.breachsecurenow.com/wp-content/uploads/2021/03/Blog-Post.docx) | Copy, customize, & share on website & social media.   * The attached blog focuses on Ransomware and how an organization can protect itself from becoming a victim of ransomware. Feel free to link keywords, like “Security Awareness Training”, to any webpages you have on your site about your Security Awareness Training program or other pages that are relevant to any keywords you find. * Add a call to action at the bottom of your blog: Learn how Security Awareness Training can help you avoid the headaches of ransomware, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?email=abc@domain.com&brand_key=j9jlm>]   Caption on social media:  What would you do if you couldn’t access the software that you need to run your business every single day? What if you had to PAY someone just to keep your doors open?  This is a reality for an organization that’s been struck with ransomware, and it could take WEEKS to get back to normal.  Read our latest blog to learn about ransomware and what you can do to protect your organization. |
| Thursday | [Social Media Graphic #8](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-8.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | Security risks come in many shapes and forms. We’re talking gaps in your:   * Physical safeguards * Administrative safeguards * Technical safeguards   Running regular security risk assessments will help you determine if you have gaps in any of these areas so that you can address them, BEFORE a criminal finds them first.  Learn how we can conduct a Security Risk Assessment to help you identify and mitigate risks to your business, here: link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?email=abc@domain.com&brand_key=j9jlm>] |
| Friday | * [Email #4](https://www.breachsecurenow.com/wp-content/uploads/2021/08/BSN-Workbook-Email-4.docx) * [Security Awareness Training Social Video](https://www.breachsecurenow.com/wp-content/uploads/2019/05/Security-Awareness-Training.mp4) | * Email #4: Customize the attached email and send to your email list! * Security Awareness Training Social Video Caption:   Have you ever heard the saying, you’re only as strong as your weakest link? It’s true! Even with all the best technology and security safeguards, a data breach can still occur – all it takes is one simple employee mistake to unravel it all.  The good news? By training your employees on an ongoing basis, they are continuously reminded of security risks, new tricks cybercriminals are using, and the best ways they can avoid falling victim.  Learn how hands-off training your organization on #sescurity can be, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to https://security.pii-protect.com/cybersecurity/?brand\_key=hbqqx&email=abc@domain.com] |

**Week 5**

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|  | **Content Title** | **Caption/Details** |
| Monday | [Social Media Graphic #9](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-9.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | Is the thought of managing a security awareness training program keeping you from taking the next step to protect your business? What if we told you that you could easily train your employees and monitor their progress by looking at one simple security score?  It’s really that easy. Learn how we can help you protect your organization by turning your employees into cybersecurity superheroes, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?brand_key=hbqqx&email=abc@domain.com>] |
| Tuesday | * [Email #5](https://www.breachsecurenow.com/wp-content/uploads/2021/08/BSN-Workbook-Email-5.docx) * [Dark Web Scan Video](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Dark-Web.mp4) | * Email #5: Customize the attached email and send to your email list! * Dark Web Scan Social Video Caption:   Does it matter if your employees’ passwords are exposed on the dark web?  Exposed employee passwords could be a serious threat to your business, as those same passwords could be used to protect your systems too.  We can scan the dark web to find out if your domain has been involved in a breach. Request your free scan, here: link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/dark-web/?brand_key=hbqqx&email=abc@domain.com> |
| Wednesday | [Creating An Incident Response Plan Blog Post](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Creating-An-Incident-Response-Plan-Blog-Post.docx) | Copy, customize, & share on website & social media   * Add a call to action at the bottom of your blog: If you’d like help creating your incident response plan, please feel free to reach out to us at: your email address or website contact us form   Caption on social media:  Having an incident response plan is critical in knowing how to respond to a data breach. Where do you begin to create that response plan? Check out our recent blog for tips on how to get started! |
| Thursday | [Security Awareness Training Social Video](https://www.breachsecurenow.com/wp-content/uploads/2021/08/SAT-Training.mp4) | Are you tired of the endless need for new tools? Ooo shiny product over here, but you also need this shiny new product over here!  Enough with the endless add-ons. Our #securitytraining program gives you EVERYTHING you need in one, easy-to-use dashboard. That means all your training needs in one central place.  Less time searching for what you need, more time to focus on what matters most. Learn how easy it can be, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?brand_key=hbqqx&email=abc@domain.com>] |
| Friday | [Social Media Graphic #10](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-10.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | Are your employees’ credentials floating around on the dark web?  If an employee’s password is available on the dark web, cybercriminals can purchase it and attempt to use that password anywhere and everywhere, putting your company at risk.  Request a FREE scan of your company’s domain for any compromised credentials that could be putting you at risk, and learn how we can proactively monitor the dark web for future compromises here: link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/dark-web/?brand_key=hbqqx&email=abc@domain.com>] |

**Week 6**

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|  | **Content Title** | **Caption/Details** |
| Monday | [Visual Reporting Social Video](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Easy-To-Understand-Reports.mp4) | What’s a good training program if you can’t SEE that your employees are applying what they’ve learned to improve their security measures?  With our easy-to-understand visual reports, you’ll be able to track employee progress and monitor risks to identify which employees are turning into cybersecurity superheroes and which ones need a little extra training.  Learn how you easy it can be to assess your employees’ security strength, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?brand_key=hbqqx&email=abc@domain.com> |
| Tuesday | [Social Media Graphic #11](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-11.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | Does the thought of Security Awareness Training sound like a bore? We get it...  That’s why our training program is made up of engaging, video-based case studies that teach employees about cybersecurity through real-life examples they can relate to!  Learn how you can lay a strong security foundation with our world class Security Awareness Training program, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?brand_key=hbqqx&email=abc@domain.com>] |
| Wednesday | [Blog Post](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Program-Announcement-Press-Release-Template.docx) | Copy, customize, & share on website & social media.  The attached blog is a Press Release template for the announcement of your new training program. Feel free to update as you see fit and post as a blog on your website. You can also send your Press Release to local publications to spread the word of your new program.  Caption on social media:  Have you heard the news? We’ve said goodbye to boring old #securitytraining programs and HELLO to one of the most engaging, easy-to-use, and gamified training programs we’ve seen on the market! Protecting your organization has NEVER been easier! Check it out in our latest blog! |
| Thursday | [Social Media Graphic #1](https://www.breachsecurenow.com/wp-content/uploads/2021/08/Social-Media-Graphic-1.pptx)  Download the attached graphic and follow the instructions in the notes section to customize and save your social media graphic. | Wish it was easier to see which employees pose a security risk to your business? Now it is with our Employee Vulnerability Assessment.  By assigning employees with a FICO-like score that represents their security strength, you’ll see who has a strong cybersecurity posture and who could cause the next data breach.  Learn how you easy it can be to assess your employees’ security strength, here: [link your landing page here and don’t forget to update your brand key and email address that you’d like customer inquiries sent to <https://security.pii-protect.com/cybersecurity/?brand_key=hbqqx&email=abc@domain.com>] |
| Friday | Monthly Security Newsletter | * Log into the portal, navigate to “My Dashboard”, click the “Newsletters” tab and download the latest Monthly Security Newsletter. * Share in email & on social media. Don’t forget – add a form on your website to have leads subscribe to receive tips and news in their inbox! * *Tip: Add your logo to the newsletter if you have a pdf editing software or other tools with this functionality!*   Caption on social media:  Our latest #securitynewsletter is live! Check out this month’s edition to get a rundown on all the weekly tips we’ve sent this month PLUS our latest activity you can share with friends and family!  Want to receive our newsletter in your inbox every month? Subscribe here to share with your staff!   * *Tip: Check out the theme for the newsletter and customize your caption based on the theme and what the audience will learn in this latest edition.* |