

Multinational Cybersecurity Corporation, Social Campaign Activation

WideFoc.us developed a one-off event and campaign that encouraged middle school students to participate in Cybersecurity Awareness Month while generating evergreen content for future use.

PROBLEM

WideFoc.us was tasked to create a multi-channel social media campaign for Cybersecurity Awareness Month 2018. The goal was to drive national awareness and engagement while generating messaging and assets to be used year-round.

SOLUTION

To launch an educational event with an accompanying social media campaign, WideFoc.us and the client worked closely with a local middle school's CyberPatriot coach to create a pilot program.

WideFoc.us introduced teachers to the client's marketing team and organized a day-long event that included a coding challenge and socratic seminars on cybersecurity. The purpose of this interactive, on-location event was to educate youth in online safety, introduce career roles, and create product awareness with CyberPatriot teams and their parents.

WideFoc.us also designed a follow-up social media campaign to highlight student responses to questions about safe online behavior.

RESULTS

The #CyberSmart campaign launched in tandem with the on-site student-focused Cybersecurity Awareness Month event, reaching more than 1.1 million users on Twitter while generating discussion about cybersafety. Assets developed during the event, including quotes from students, video, and SME insights, were used on social channels and remain evergreen content for additional activations. This pilot program and follow-up campaign highlighted cybersecurity best practices while developing an ongoing relationship between the school district and the company.



STRATEGIES USED:

- Event branding, planning, and execution including participant outreach, promotion, schedule, coordination, and post-event outreach
- Event promotion via earned media and leveraging earned media for social media content creation and execution
- Survey creation and execution to prepare event content based on participant knowledge and preference
- Pre-and-post-event content marketing and social media strategy for B2B and B2C audiences
- Development of evergreen social media campaigns based on event outcomes and establish the event annually