

Use this toolkit of key messages and social media content to educate your community about the importance of preparedness. The content in this toolkit is based on the PEMA and FEMA preparedness messaging calendars and is ready for you to use to help make a Ready PA.

This month's topics:	Tools:
Cybersecurity Awareness Month Fall Fire Safety Sign Up for the Ready PA Newsletter Ready Blog	Social Media Messages Graphics Talking Points

### Cybersecurity Awareness Month

#### Social Media Messages/Graphics: Cybersecurity Awareness Month

**Use strong passwords.** And ideally, a password manager to generate and store unique passwords.

**Turn on Multifactor Authentication.** Implement [multifactor authentication](#) on your accounts and make it significantly less likely you'll get hacked.

**Think before you click.** More than 90% of successful cyber-attacks start with a phishing email.

**Update your software.** In fact, turn on automatic updates.



#### Turn on Multifactor Authentication

Implement [multifactor authentication](#) on your accounts and make it significantly less likely you'll get hacked.



#### Update Your Software

Update your software. In fact, turn on automatic updates.



#### Think Before You Click

Think before you click. More than 90% of successful cyber-attacks start with a phishing email.



#### Use Strong Passwords

Use strong passwords, and ideally a password manager to generate and store unique passwords.

## Talking Points: Cybersecurity Awareness Month

- **Use strong passwords and a password manager.** Strong passwords are critical to protecting data. They are long, random, unique, and include all four character types (uppercase, lowercase, numbers, and symbols). Password managers are a powerful tool to help you create long, random, and unique passwords for each account. Plus, they make storing passwords and user IDs easy.
- **When in doubt, throw it out.** Links in email, tweets, texts, posts, social media messages, and online advertising are the easiest way for cybercriminals to get sensitive information. Be wary of clicking on links or downloading anything from a stranger you were not expecting. Essentially, don't trust links.
- **Keep a clean machine.** Keep all software on internet-connected devices – including personal computers, smartphones, and tablets – current to reduce the risk of infection from ransomware and malware. Configure your devices to update automatically or to notify you when an update is available.
- **Back it up.** Protect your valuable work, music, photos, and other digital information by making an electronic copy and storing it safely. If you have a copy of your data and your device falls victim to ransomware or other cyber threats, you can restore the data from a backup.
- **Own your online presence.** Every time you sign up for a new account, download a new app, or get a new device, immediately configure the privacy and security settings to your comfort level for information sharing. Regularly check these settings (at least once a year) to make sure they are still configured to your comfort.
- **Get savvy about WiFi hotspots.** - Public wireless networks and hotspots are not secure, which means that anyone could see what you are doing on your laptop or smartphone while connected to them. Limit what you do on public WiFi, and avoid logging in to key accounts like email and financial services.
- Every age group is vulnerable to cyberbullying, but teenagers and young adults are common victims. Cyberbullying is a growing problem in schools. Cyberbullying has become an issue because the internet is fairly anonymous, which is appealing to bullies because their intimidation is difficult to trace. Unfortunately, rumors, threats and photos can be disseminated quickly on the internet.

### For Kids

- Download activity sheets, books and other age-appropriate resources for preschool aged kids 3 to 7 years old on [Savvy Cyber Kids](#).
- Play games as you navigate through the islands of the Federal Bureau of Investigation's (FBI) [Safe Online Surfing](#) program for third- to eighth-grade students.
- Take a bite out of cybercrime with the National Crime Prevention Council's [McGruff the Crime Dog](#).
- Learn about the online issues affecting [kids](#) and [tweens](#), from NetSmartz, a program of the National Center for Missing and Exploited Children (NCMEC).
- Learn how to protect yourself, your family, and your devices with tips and resources from the [National Cyber Security Alliance](#).

### **Social Media Messages/Graphics: Fall Fire Safety**

This fall, do your part to prevent outdoor fires! Use chimneys, outdoor fireplaces and fire pits outdoors at least 10 feet away from your home or anything that can burn. Learn more about fall fire safety: <https://www.osfc.pa.gov/safety/seasonal/Pages/default.aspx>

Check your smoke alarms and fire extinguishers regularly to make sure they are in good working condition. It's also important to know how to use your fire extinguisher properly in case of an emergency.

Fall is a great time to go camping in PA! Remember to check for burn bans and never have a campfire on a windy day.

Build campfires at least 25 feet away from tents, shrubs and anything that can burn.

Prevent careless wildfires. Pour water or sand on campfires and stir to make sure the fire is completely out. Never leave burning, hot, or smoldering campfires.

Use flashlights or battery-operated candles for Halloween decorations. They are safer than candles, and using them can prevent kids' costumes from catching fire.

Keep Halloween decorations from open flames, light bulbs and heaters. It's easy for decorations like cornstalks and crepe paper to catch fire. Keep exits clear of decorations so nothing blocks a way out.

Prevent careless wildfires. Pour water or sand on campfires and stir to ensure the fire is completely out. Never leave burning, hot, or smoldering campfires.

Only use your grill outside. Keep it out from under roof edges and away from siding, deck railings and tree branches.

Keep children and pets away from your grill. Have a 3-foot "kid-free zone" around the grill to prevent fires and burns.

Make sure you have a carbon monoxide alarm when you using wood stoves or fireplaces.

Fall means cooler temperatures. Turning the heat back on. Dusting off the fireplace. Stay warm, cozy, and safe from fire.

## Social Media Messages/Graphics: Fall Fire Safety



Download image [here](#).



Download image [here](#).



Download image [here](#).







Download image [here](#).

## Talking Points: Fall Fire Safety

### Check Your Heating System






There are a few things homeowners can do to ensure their heating systems are well-maintained and safe to use:

-  Regularly replace furnace filters.
-  Keep areas around your furnace free of clutter and combustible material. Never set items on top of your furnace.
-  Keep combustible materials at a safe distance from vent/exhaust lines.
-  If you notice any issues with your home heating system, contact a professional immediately. Certified HVAC contractors often offer preventative care services that include cleaning that reduces fire risk but have the added benefit of reducing utility costs.






### Check Your Fireplace

Modern and older fireplaces have a way of collecting dirt and debris over their lifetimes. It's important to keep fireplaces clear of debris and schedule annual inspections before use. If your home is equipped with a gas fireplace, have all the lines and connections inspected before use.

In addition to these recommendations, here are a few other helpful tips:

-  Fireplace screens, guards, or glass doors are helpful safety devices to keep hot ash and sparks contained inside the fireplace.
-  Spare wood, and other combustibles should be stored at least five feet away from the fireplace.
-  Do not overload a fireplace.
-  Never leave a fire unattended.
-  Burn seasoned hardwoods that have been stored in a safe and dry environment for at least six months.

Don't let fire hazards put a damper on your Halloween fun.

-  Use glow sticks or battery-operated candles for jack-o'-lanterns and other decor.
-  Don't choose costumes with long, trailing fabric.
-  Teach kids to stay away from open flames.
-  Keep decor away from open flames/other heat sources.
-  Keep exits clear of decorations.

## Sign Up for the Ready PA Newsletter

We know: Your email is full of junk. Ours, too. 📧😬👤  
But we have a monthly newsletter. And it has actually helpful info to keep you safe.  
We know, we know. Everyone says their emails are different.  
Tell you what: Browse here, then subscribe if you like what you see: [bit.ly/ready-newsletter](https://bit.ly/ready-newsletter).



[Download graphic for Facebook & Instagram](#)



[Download graphic for Twitter](#)

Visit our Ready PA Blog

Timely safety tips. Every month. Just for Pennsylvanians.  
Visit the Ready PA Blog: [bit.ly/ready-blog](http://bit.ly/ready-blog)



Timely safety tips. Every month. Just for Pennsylvanians.  
Visit the Ready PA Blog: [bit.ly/ready-blog](http://bit.ly/ready-blog)



## READY PA MONTHLY NEWSLETTER

The newsletter is designed for all citizens and includes information about each of the monthly preparedness topics.

- When you receive the electronic copy, forward it to community groups, personal care homes, hospitals and schools, and more. You can encourage partners to [sign up here](#).
- Make the newsletter available on your website and promote it and its content via social media posts and more.
- Include a link to the most recent newsletter, which can be found on the [Ready PA website](#).

### Ready PA Logo

[www.ready.pa.gov](http://www.ready.pa.gov)



### Logo

Your website and logo go here.

### Ready PA Tip Sheet

Share the September Tip Sheets in your communications:

Cyber Tips for Older Adults.

Cybert Tips for Kids.