

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 preparednessmessaging calendars and are ready for you to use to help make a Ready PA.

This month's topic:	Tools:
Cybersecurity Awareness Month	Social Media Messages
Fall Outdoor Fire Safety	Graphics
	Talking Points
Cybersecurity Awareness Month	

Social Media: Cybersecurity Awareness Month

- **Facebook/Twitter:**

- 31 percent of all identity theft cases in 2012 occurred in people ages 20-29. Only 18 percent of young adults claim they are comfortable with what their friends post about them online and 32 percent say that the information about them online is what they choose for the public to see.
- Trust your feelings. If something doesn't feel right when you are online, stop what you're doing. If an email or website seems suspicious, report the problem to the system administrator.
- Remember to protect your cell phone and tablet. use a PIN or password to local your devices. The same tips for being safer online apply when you access the internet from any device.
- Consider your pages for website like Facebook, Twitter, and LinkedIn you live resume. Always remember that even if you delete things, it is likely not gone forever. Google Facebook and other companies keep a digital footprint of everything.
- Older Adults: Many scammers target Americans aged 65 and older via emails and websites for charitable donations, online dating services, online auction, buyer's clubs' health insurance, prescription medications, and health care.
- Many of the crimes you're familiar with in real life, happen online as well. Credit card fraud and identity theft, embezzlement, and more – all can be and are being done online.

Graphics:



Talking Points: Cybersecurity Awareness Month

- This year's campaign theme — "See Yourself in Cyber" — demonstrates that while cybersecurity may seem like a complex subject, ultimately, it's really all about people. This October will focus on the "people" part of cybersecurity, providing information and resources to help educate CISA partners and the public, and ensure all individuals and organizations make smart decisions whether on the job, at home or at school – now and in the future.
- Protect Yourself Online
There are four easy ways to protect yourself online:
 1. Enable multi-factor authentication (MFA)
 2. Use strong passwords
 3. Recognize and report phishing
 4. Update your software
- Four easy ways to protect yourself online:
 1. Enable Multi-Factor Authentication (MFA)
You need more than a password to protect your online accounts, and enabling MFA makes you significantly less likely to get hacked.
 2. Use Strong Passwords
Use passwords that are long, unique, and randomly generated.
 3. Recognize and Report Phishing Attacks
If a link looks a little off, think before you click.
 4. Update Your Software
Don't delay – if you see a software updated notification, act promptly.

Physical Cyber Attacks – What Are They?

- Cyber attacks do not always have to come from the internet, and malware can hide easily on some of the data storage devices we trust and use daily.
- Physical cyber attacks use hardware, external storage devices or other physical types of attacks to infect, damage or otherwise compromise digital systems.
- The attack can hitch a ride on USB storage devices or flash drives, CDs, hard copies of video games and Internet of Things (IoT) devices such as smartphones, smart watches and even signal devices such as key fobs

Why Should You Care?

- These kinds of attacks are frighteningly versatile, challenging to identify and detect and painfully difficult - sometimes close to impossible - to remove.
- Always try to keep track of where your storage devices have been, and do not plug "lost-and-found" USB drives into your computer.
- Keep your personal and workplace data storage and other devices separate to avoid transferring malware from one system to another, just like washing your hands to prevent the flu from spreading!

Fall Outdoor Fire Safety

Social Media: Fall Outdoor Fire Safety

- **Facebook/Twitter:**

- 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 on fire. Keep exits clear of decorations so nothing blocks a way out.
- 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.
- Only use your grill outside. Keep it out from under roof edges and well 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 use wood stoves or fireplaces.

Graphics:



Talking Points: Fall Outdoor Fire Safety

- Fall is here! As we enjoy the season, we also need to take a moment to think about how we can all be more fire safe at home and during outdoor activities.

October is the perfect time to check your home's heating system. After months of not using it, you'll want to make sure everything is in proper working order. 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.
- Likewise, keep combustible materials a safe distance from vent/exhaust lines.
- Before winter arrives, turn your system on for a test run.
- 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 reduce fire risk but have the added benefit of reducing utility costs.

Many Pennsylvanians like to spend time outdoors, and when Autumn rolls around, we are that much keener to take in the sights. Whether enjoying a firepit in your backyard, getting some late season grilling in, or even decorating for/participating in the holidays, we have some useful tips for you.

- Before using a firepit or building a campfire, be sure it is permitted; check with your local fire department.
- Avoid burning on windy, dry days – as leaves fall, forested areas dry much quicker, and become more vulnerable to wildfires.
- Never use gasoline or other combustible liquids; fires should be kept small and easily controlled.
- Grills should be kept clean, and free of debris and grease build up. They should be set up several feet away from a home, and never be used indoors.
- Avoid using open flame candles to decorate for holidays. Consider using battery operated lights in jack-o-lanterns and paper-lanterns.
- Halloween costumes should be made with flame resistant materials. Avoid costumes that are big and billowy. Masks and face paints should not obscure a one's vision.

Check your smoke alarms and fire extinguishers.

- Smoke and Carbon Monoxide (CO) alarms are vital to ensuring your family's safety. Test these devices frequently (at least once a month) and replace any batteries when needed.

- If you have fire extinguishers in your home, they should be routinely checked to make sure they're fully charged and within their expiration dates.

Learn more about fall fire safety at osfc.pa.gov/BeFireSafePA

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



Logo

Your website and logo goes here.

Ready PA Tip Sheet

Share the link to the October Tip Sheets in your communications:

Cyber Tips for Older Adults:

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Cyber-Safety-For-Older-Adults-Tip-Sheet.pdf

Protect Yourself Online:

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/PublishingImages/Pages/default/Protect%20Yourself%20Online.pdf