



National Cybersecurity Awareness Month

Social Media Toolkit for APPA Members

October is National Cybersecurity Awareness Month, making it a great time to remind your customers that you take cybersecurity seriously.

This toolkit is designed to help you inform your community about the steps you are taking to protect the service they rely on. You can customize the social media posting schedule, sample messages, and graphics to fit your communications plans and community needs. Ready-to-use graphics are included below and customizable versions with designated logo placeholders are available for download [here](#).

You can also use the Cybersecurity & Infrastructure Security Agency (CISA) National Cybersecurity Awareness Month [toolkit](#) for additional messaging ideas and resources. The Electricity Information Sharing and Analysis Center (E-ISAC) also offers an employee-facing [toolkit](#) with customizable materials and practical guidance to strengthen cybersecurity awareness across your organization.

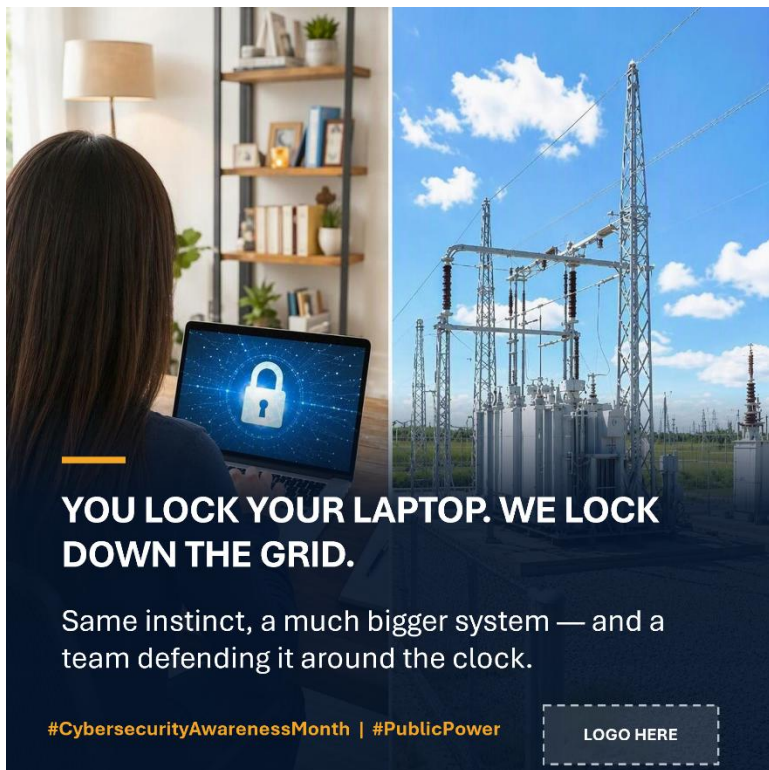
Social Media Posting Schedule

Use this schedule as a starting point and adapt it to create messages that will resonate best with your community.

- **Week 1:** Introduce October as National Cybersecurity Awareness Month with a simple message that connects cybersecurity to essential services.
 - **Sample Messages:**
 - October is National Cybersecurity Awareness Month, and [Utility Name] works hard 24/7 to protect the essential services you rely on every day. #CybersecurityAwarenessMonth #PublicPower
 - October is National Cybersecurity Awareness Month and cybersecurity is essential to keeping [Utility Name]’s services reliable, resilient, and ready. #CybersecurityAwarenessMonth #PublicPower



- **Week 2:** Raise awareness that critical infrastructure, including energy, relies on secure digital systems.
 - **Sample Messages:**
 - The electric grid is physical and digital. Protecting both is critical to [Utility Name]’s reliable service. #CybersecurityAwarenessMonth #PublicPower
 - Just like you work hard to protect your phone and computer from cyber criminals, [Utility Name] works hard to protect the systems that support the electricity, water, communications, and other essential services you need. #CybersecurityAwarenessMonth #PublicPower

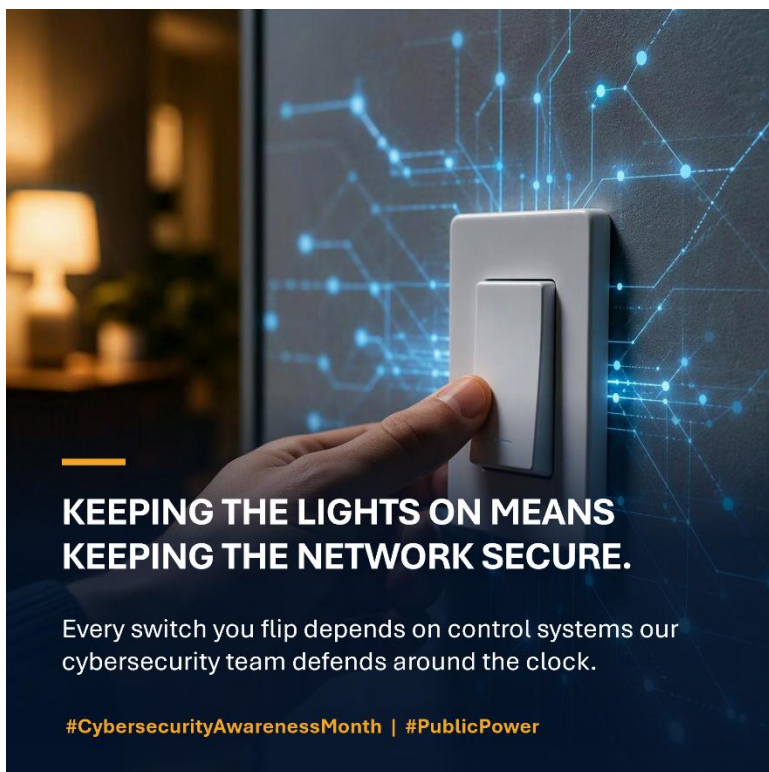


YOU LOCK YOUR LAPTOP. WE LOCK DOWN THE GRID.

Same instinct, a much bigger system — and a team defending it around the clock.

#CybersecurityAwarenessMonth | #PublicPower

LOGO HERE

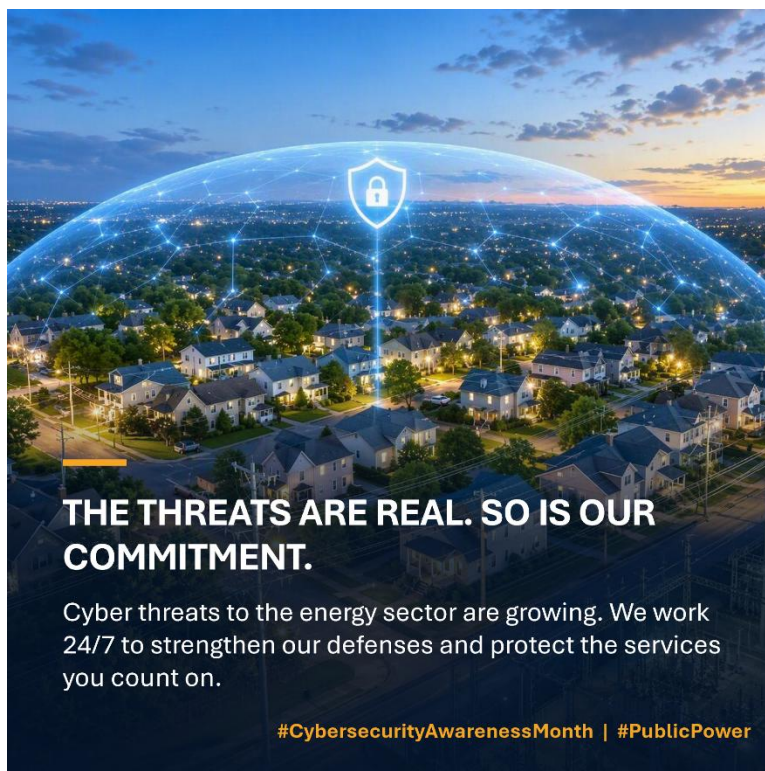


KEEPING THE LIGHTS ON MEANS KEEPING THE NETWORK SECURE.

Every switch you flip depends on control systems our cybersecurity team defends around the clock.

#CybersecurityAwarenessMonth | #PublicPower

- **Week 3:** Foster confidence in the community by reinforcing that cybersecurity is critical to your utility's resilience, reliability, and preparedness, and highlighting the steps your utility takes to manage cyber risk.
 - **Sample Messages:**
 - Energy infrastructure is a target for cybercriminals and nation-state actors. That's why [Utility Name] invests in cybersecurity tools, training, and partnerships to protect the reliable service you depend on.
#CybersecurityAwarenessMonth #PublicPower
 - Just like we maintain poles, wires, and substations, we also work to protect the digital systems that support electric service. Cybersecurity is one more way [Utility Name] is investing in reliable service for you.
#CybersecurityAwarenessMonth #PublicPower
 - Cyber threats to the energy sector are real, and so is [Utility Name]'s commitment to protecting our community. We work 24/7 to strengthen cybersecurity, improve readiness, and protect the services you count on. #CybersecurityAwarenessMonth #PublicPower
 - Keeping the lights on means protecting the systems behind the scenes. [Utility Name] is investing in cybersecurity experts, processes, and technology to defend against evolving threats.
#CybersecurityAwarenessMonth #PublicPower





WE DON'T JUST MAINTAIN POLES AND WIRES.

We defend the networks that
keep them running — and keep
the lights on during the big game.

#CybersecurityAwarenessMonth | #PublicPower

- **Week 4:** Highlight public power's commitment to serving the local community and supporting reliable, resilient service.
 - **Sample Message:**
 - Community-owned equals community-focused. [Utility Name] and public power utilities throughout the United States are committed to serving and protecting the places we call home.
#CybersecurityAwarenessMonth #PublicPower



EVERY LIT WINDOW ON MAIN STREET IS A PROMISE WE KEEP.

Our cybersecurity team watches
the network around the clock so
Main Street never goes dark.

#CybersecurityAwarenessMonth | #PublicPower



**THE PORCH LIGHTS ARE ON.
SO ARE WE.**

Community-owned means the team defending
your grid lives on these streets too.

#CybersecurityAwarenessMonth | #PublicPower

Sample Website or Newsletter Copy

Cybersecurity and essential services

October is National Cybersecurity Awareness Month, a time to recognize the important role cybersecurity plays in protecting the essential services our community relies on.

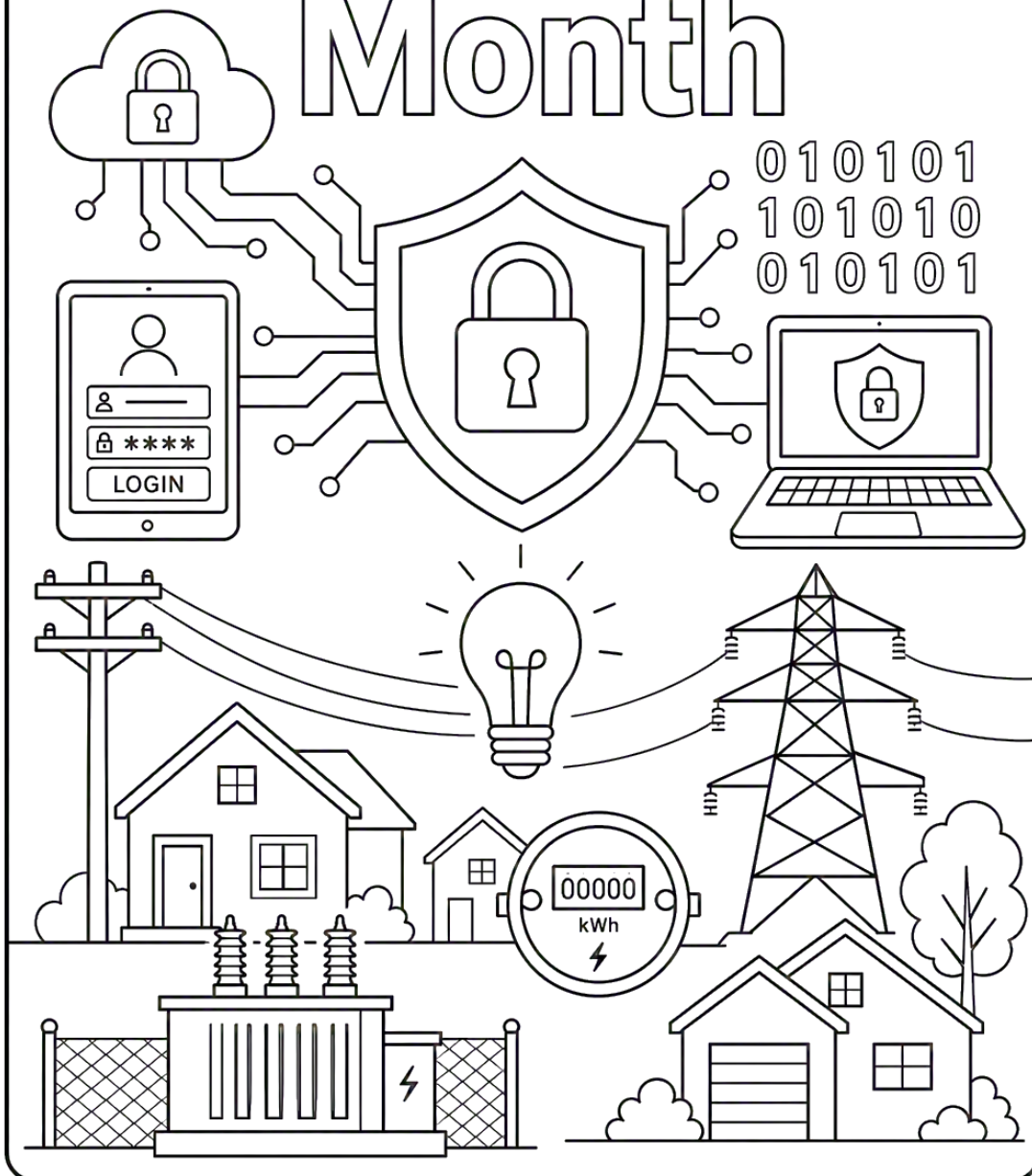
Electricity, water, transportation, communications, emergency response, healthcare, and other critical services increasingly depend on connected systems, making cybersecurity an important part of our reliability, resilience, and preparedness efforts.

That's why [Utility Name] invests in cybersecurity tools, training, and partnerships to ensure the reliable service you need to power your homes, businesses, schools, hospitals, and public services.

Public power, resilience, and community trust

October is National Cybersecurity Awareness Month. [Utility Name] relies on physical equipment and connected technologies, making cybersecurity an important part of our reliability, resilience, and preparedness efforts. As a community-owned utility, [Utility Name] plans for evolving risks, and we're committed to protecting the systems behind reliable electric service you depend on.

Cybersecurity Awareness Month



Share Your Resources with Us

If you create your own National Cybersecurity Awareness Month communications resources, please share them with APPA via Cybersecurity@publicpower.org. We will feature some submissions on APPA's Engage platform for your fellow members to see. Your examples will inspire other public power leaders and strengthen cybersecurity awareness across the public power community.

Looking for additional support?

APPA offers cybersecurity resources to help public power utilities strengthen cyber awareness, preparedness, and resilience. Visit our [cyber resources page](#), or contact Cybersecurity@PublicPower.org.