

## **Cyber Security Awareness Campaign Summary**

In today's digitally driven academic environment, university students are increasingly exposed to various cyber threats. Our awareness campaign, "Stay Smart, Stay Safe Online," directly addresses five of the most common threats encountered on campus: phishing scams, weak passwords, public Wi-Fi attacks, social engineering, and malware infections. These threats often target young users who may underestimate their risks online.

The campaign toolkit includes a vibrant digital poster summarizing the five threats and providing immediate tips to prevent them. It also includes a 1-minute infographic/video highlighting real-life scenarios and solutions in a visually engaging way. To reinforce safe habits, we have provided a practical cyber hygiene checklist for students to follow daily.

By using visual storytelling, concise messaging, and action-oriented advice, our campaign aims to build awareness and encourage responsible digital behaviour. We expect this initiative to significantly reduce careless online practices and boost proactive security measures, such as using stronger passwords and avoiding suspicious links. The materials are tailored for quick consumption and sharing across student groups, notice boards, and social media platforms.

Ultimately, this campaign fosters a more security-conscious student community by turning complex threats into simple, actionable advice—empowering students to protect their personal information and digital identity on and off campus.