

SOCIAL MEDIA CAMPAIGN NSEC

#DOWELOOKLIKE
HACKERS



2020-2021

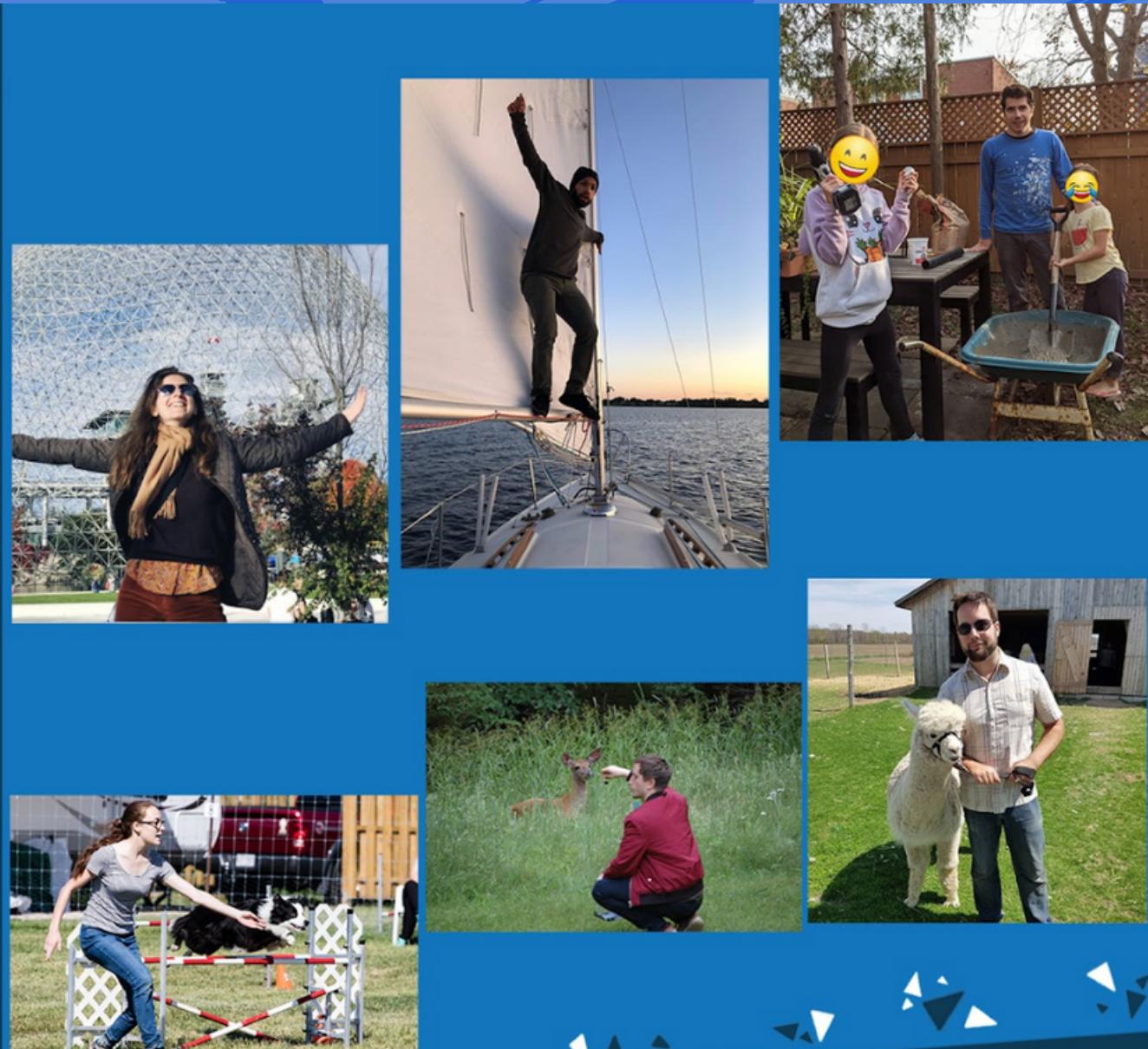
LAUNCHING OF THE CONTEST



Post a picture of yourself!

Break the stereotypical image of cybersecurity professionals and hackers:

- # 1  Take a picture
- # 2  Share it on Twitter with the hashtag:
#DoWeLookLikeHackers and tag @NorthSec_io
- # 3  Win one of 10 vouchers for NorthSec Fabulous swag shop, randomly chosen!



#DoWeLookLikeHackers

GOALS OF THE CONTEST

- BREAKING DOWN STEREOTYPES THROUGH IMAGES
- MAKE THE DIVERSITY OF PROFILES VISIBLE
- DISSOCIATE THE WORD HACKER FROM CYBERCRIMINAL
- FEATURE PORTRAITS OF PROFESSIONALS IN LEISURE SITUATIONS IN WHICH THE GENERAL PUBLIC CAN RELATE.

THE CAMPAIGN IN NUMBERS

- OVER 120 PHOTOS RECEIVED FROM PARTICIPANTS
- 20+ INFLUENCERS IN THE AUDIENCE
- SUPPORT FROM 4 INTERNATIONALLY RENOWNED PERSONALITIES
- MORE THAN 172 K VIEWS OF THE TWEETS
- AVERAGE OF 6.3K IMPRESSIONS PER DAY
- OVER 7000 ENGAGEMENTS
- GEOGRAPHIC REACH OF THE TWEET IN 16 COUNTRIES

TWITTER STATS



NorthSec @NorthSec_io

[CONTEST] Post a picture of yourself!

Break the stereotypical image of cybersecurity professionals and hackers.

**#DoWeLookLikeHackers #NSEC2021 #cybersecurity #infosec
#Hackers**

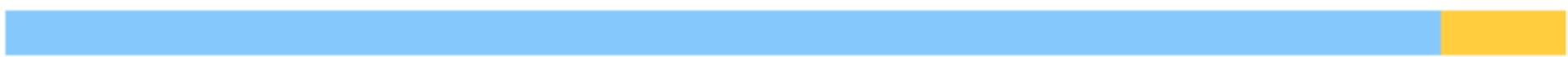
Contest starts now and ends on 26th of February

See the rules here: <https://nsec.io/contest-2021/>
pic.twitter.com/STPbEg4Bfb

Impressions

98 737

nombre de vues de ce Tweet sur Twitter



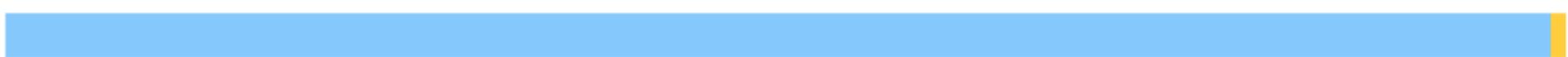
91 243 organiques

7 494 sponsorisés

Engagements totaux

3 895

nombre d'interactions avec ce Tweet



3 864 organiques

31 sponsorisés

RECURRING KEYWORDS DURING THE CAMPAIGN



Keywords from over 100 comments referring to the #DoWeLookLikeHackers Contest

VIDEO OF THE CONTEST

#DoWeLookLikeHackers

Private

668 views • Apr 21, 2021

NorthSec
1.58K subscribers

ANALYTICS EDIT VIDEO

32 1 SHARE SAVE ...

A red circle highlights the '668 views' text.

A video was created with the photos of the contest participants, which has been viewed more than 800 times. The success of this video is also linked to the sponsor, GoSecure.

N.B.: The number of views of the current online video do not correspond to the figure stated above because the video had to be modified.

FINAL VIDEO

The collage includes the following images:

- A woman with long dark hair, wearing sunglasses and a brown jacket, standing outdoors with arms outstretched.
- A man climbing the mast of a sailboat on the water.
- A group of people on a wooden deck; one person has a yellow smiley face emoji over their head, and another is holding a small dog.
- A man standing in a field holding a large white dog.
- A woman crouching in a grassy field, interacting with a deer.
- A woman playing with a black dog in a fenced-in yard.

nsec

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#DoWeLookLikeHackers

Video link: https://youtu.be/TZhu2Hm_YVE

(RE@L) HACKERS AMBASSADORS

