**STUDENT NAME**

**COLLEGE NUMBER**

**DATE**

**TOPIC**

**TIPS ON HOW TO CREATE CAPTIVATING CONTENT THAT SPARKS STUDENTS TO ENGAGE IN CYBER SECURITY**

**Introduction**

Cyber security can be defined as the art and science of identify, covering, implementing all processes, procedures and policies that will protect both infrastructural and user based resources from the threats and attacks that come from computer usage Humayun et al (2020).

There is also need to have as many people participate in cyber security as possible. In fact, the current human resource available is not just enough to handle cyber security needs and demands globally. According to a 2019 annual CISCO report, there is need to have educational institutions train as many professionals to join the industry, since hackers, technologies and tools have changed overtime and so should the skills force.

According to Pope (2019). The first step is to identify your audience and identify what they like. Suppose we are targeting youth between ages of 21 sand 30, a competition that advertises a week’s trip to a favourite destination could be given to the top 5 young people who have the highest likes on a cyber-security topic on Instagram.

Grab the full use of visuals. Instead of bombarding people with boring ad words and pop ups, engage beautiful eye catching smooth visuals in your online adverts that will entice students to register for cyber security classes and activities.

Engage with the students on various platforms like Instagram, Facebook and Snapchat with live events. As you do this, ask them questions and hear the responses. These should be directed at challenging them to join cyber classes.

Virtual meet up sessions are a great and healthy way to inspire computer students to participate in cyber security programs. Usually this should be announced in prior with eye captivating and catching details in digital posters and posts. During the live virtual sessions, an industry expert from a cyber-field can be invited to deliver a topic on the same and then urge the students to join.

Use young social media influencers at school and even locally to promote the agenda. It’s easier for young people to listen and do what other influencers ask them to. These influencers also have higher followings of youth behind them to facilitate the process. These short videos and banners can be placed on public blogs, vlogs and social media accounts of the university or institution.

Virtual hackathons focused to computer science and information technology students is a great way to inspire. These virtual hackathons can have prize winning categories for the top 10 most voted students in a hackthon project. This way, it is much easier to get several students to participate. Also use class canvance with powerful eye catching digital deigns to catch the attention of the students.

Organizing free online webinars and classes to target students who are in the cyber field is one way to inspire. When placing the posters and banners online for such an activity, a direct link should be provided to students to enable them click and register for this session.

Finally, have loud call to action in student blogs and university student portals. These call to action buttons can include phrases like, “Start a lucrative career in information security today. Register here “.This will drive more traffic from students to join the cyber industry.

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