**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 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.

Beautiful and eye captivating posters and banners are not dead yet Jinang et al (2020\_. Produce them and place them at strategic locations such as student centres, libraries and sports notice boards where they can be accessed and viewed by students

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.

It may look boring, but it works, use colours that blend in well with your posts and pages. Students will easily identify these prize winning opportunities and participate in them. For instance, creating cyber security month prize for the best 10 students who write the best essay on a given topic on cyber security across the institution.

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