# ABSTRACT

Security awareness continues to be of paramount importance for companies worldwide as cyber threats continue to evolve every day. The present paper analyzes the benefits of security awareness campaigns, the most effective strategy for their implementation, as well as the results of security awareness surveys performed. This campaign is designed to encompass a variety of cybersecurity topics including physical security, password security, email and internet security, prevalent threats in the cyber realm, among other topics aimed at enhancing individuals’ awareness. By participating in this campaign, individuals can boost their knowledge as it relates to security awareness, improve their ability to recognize cyber threats, and cultivate safe habits to prevent cyber-attacks that they are susceptible to.