

Cyber Security

Teenagers are going to be our major target audience. Teenagers are typically concerned with their social media accounts. Mostly from the messages as well as other personal info. However, most fail to understand that messages and addresses are the least of hackers interest. Teenagers also spend their real money, or their parent's money, on websites such as Ebay and Amazon, online shopping sites. Therefore hackers can gain access to credit card information and other quintessential info in order to commit identity theft. Which is an increasing problem in the modernizing USA. Teenagers simply put out too much information on too many sites with not enough trust.

One strategy to make sure that we get our message spread quickly and efficiently would be to partner with a major world corporation that have immense power. These corporations would include Google, Apple, and Microsoft. All three partnerships would allow for massive spread over multiple media platforms that the companies have. It would also be a form of testimonial propaganda. People trust these organizations quite a bit and promotion from them would be huge.

Our primary medium for our white propaganda, would be social media ads. Such as Facebook, Twitter, and Youtube. Of course, using our slogans "Only YOU can stop me", and "Trust or BUST". "Only YOU can stop me", is referring to the fact that you yourself are responsible for your own information that you decide to share in cyberspace. "Trust or BUST", pertaining to the fact that you must only put valuable information onto trusted websites and through trusted third parties. Our group, decided upon using social media because almost all teenagers have accounts on various sites and use them daily. This would provide reliable and constant exposure to the ad and information that we are trying to convey. Essentially engraving the slogans into the minds of teenagers.

Another medium would be televisions. It isn't as popular as social media for teenagers but if we strategize which networks and which shows we place our ads on, we can maximize the views and effect of our ads. The commercials would include teenagers losing personal data and showing the negative effects, followed by teenagers using our advice, or slogans if you will, and living happy safe lives.

Our group believes that these slogans combining with our strategies will definitely increase the awareness of the importance of cyber security in everyday life.



