Rising cyber security breaches and attacks have led the Department of Homeland Security to step up efforts on raising citizen’s awareness of Internet security and safe online practices. Our team has come up with a series of educational Public Service Announcements that aim to inform our nation’s masses about safe and secure ways to browse the internet without endangering themselves to be attacked and have personal info stolen and used against them. The dangers of unsafe Internet browsing need to be outlined in a way that is in depth, accurate, and effectively conveys the message of ‘use safe browsing practices constantly’.

Of course, knowing that our target demographic for this PSA is going to be people who frequently use the internet, we must put all of our campaign into online advertisements and presentations. Understanding our audience and their interests will greatly improve our abilities to grab people’s attention with sharp, snazzy displays. By using techniques such as the “bandwagon”, in which we persuade people into believing that they are joining the *new movement* against the hackers (while simultaneously using “name calling” to make the hackers into the villains) and the “glittering generalization”, in which we convince everybody that we are the heroes that will save them from the lurking monsters of the internet, we will absolutely capture the hearts of our citizens.

This is a small example of the powerful and informative presentations that we will use to captivate our audience and save our people.

“Our security is severed. Citizen’s internet practices are such that it makes it extremely easy for a hacker to take control of your life. Take the example of the character Angela Bennett from the movie *The Net* (1995). A net-savvy individual was easily able to change her identity, give her a criminal record, and divest her of all her possessions. Now is the time to act and bandage your cyber security practices with moral practice!”

Here are some safe and secure practices that will allow you to take control of your own Internet safety!

* Don’t trust unknown entities.
  + The classic Nigerian Banker scam – Offer you a fortune left to you by a deceased “long-lost relative” in exchange for some bank account numbers. SCAM!
  + Random advertisements for crackpot schemes to lose weight or attract the opposite sex – completely nonsensical. FAKE!
  + Websites informing you that the site you are trying to reach, such as a webmail account or a banking website has moved and directing you to a false link – trying to steal your passwords or credit card numbers. LIES!
* Beware of “discounted” or “free” offers.
  + Sites that say they have free downloads of a popular computer program or game are just trying to download viruses and malware onto your computer. STAY AWAY!

