



THE
**SOUTH EAST
CYBER
RESILIENCE
CENTRE**

Social Media Toolkit



CHANNELS AND HASHTAG

Please make sure our South East Cyber Resilience channels are tagged – and, where possible, please use the hashtag #SECRC.

Our handles are:

- Facebook (CRCSouthEast) <https://www.facebook.com/CRCSouthEast>
 - Twitter (CRCSouthEast) <https://twitter.com/CRCSouthEast>
 - LinkedIn (CRC-South-East) <https://www.linkedin.com/company/crc-south-east/>
 - Instagram (CRCSouthEast) <https://www.instagram.com/crcsoutheast/>
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Key Messages:

- In the last 12 months, 39% of UK businesses identified a cyber-attack in the last
 - In the last 12 months, 83% of these businesses reported phishing attempts, and 26% identified a more sophisticated attack type such as a denial of service, malware or ransomware attack.
 - Only 19% of businesses have a written incident management plan for cyber security
 - 31% of small and micro businesses hit by cyber-attacks in the last 12 months were attacked at least once a week.
 - 20% of cyber-attacks on SMEs and microbusinesses in the last year had negative impacts on the impacted business.
 - Nearly 50% of all recorded crime in 2022 was for fraud and cybercrime.
 - Estimates showed there were 4.5 million fraud offences in the [Telephone-operated Crime Survey for England and Wales](#) (TCSEW) year ending March 2022, a 25% increase compared with the CSEW year ending March 2020.
 - Phishing is one of the main methods used to commit [fraud](#).
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ASSETS:

Assets supporting the different areas of the campaign are available to download via this pack, using the links beneath the written social media messages. These are formatted for Facebook, LinkedIn, Twitter and Instagram.

Social Content: Twitter

1) #Businesses with 1-250 employees are reported to have the highest targeted #malicious email rate. Did you know the @CRCSouthEast can help improve to your resilience against the most common #cyberattacks? Download their info pack today to get started

https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

2) The annual cost of cyber-attacks on the small business community is estimated to be £4.5 billion. membership with at the @CRCSoutheast can help your business strengthen its cyber resilience. Find out more

https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

3) Did you know the police-led @CRCSouthEast provides many free resources designed to improve your #online security?

Checklists to implement basic cyber security

A guide to securing your social media accounts

A template Cyber Response Plan

Learn more https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

4) The number of organisations reporting a cyber attack in their supply chain increased by 50+% in 2021. Is your supply chain aware of cybercrime and its devastating effects? Download the SECRC info pack to help protect your business from cybercrime

https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

5) Forbes reported last year that 43% of SME's do not have a cyber security plan in place. The @CRCSouthEast offers a FREE template to help you protect your business. Download this and their free information pack, here

https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

6) Criminals don't just target big businesses – they will exploit and disrupt sole traders and small businesses in all sectors. Download a free info pack from the SECRC to start building your cyber resilience today

https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

7) Would your business survive a cyber-attack? The @CRCSouthEast provides expert guidance and toolkits via its free membership that will help boost your business's cyber resilience levels against cyber-attacks. Learn more

https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

9) Did you know the SECRC exists to help all businesses in the #SouthEast to improve their cyber security? Their newsletter and free membership is open to anyone self-employed or running a small business. Learn more

https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

10) Cybercrime is a growing problem for businesses with many smaller businesses being hit daily by cyber-attacks. The @CRCSouthEast provides a FREE resource pack that gives you some practical cybersecurity basics to help secure your business. Get yours here

https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

11) Did you know the @CRCSouthEast offers a free membership designed to help [#businesses](#) improve their cyber resilience? Cyber-attacks are a case of WHEN and not IF, watch this video to learn why you should become a member of the SECRC! Join via https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

12) Over 14,000 people reported their email or social media accounts were hacked last year.

If you are offered 2-step verification to protect your email or social media accounts, always use it. Learn more: <https://www.secrc.police.uk/post/what-is-multifactor-authentication>

Social Content: Facebook and LinkedIn

1) Cybercrime can be incredibly disruptive to your business, especially if you are reliant upon key social media channels like Facebook, Instagram or Twitter to generate leads and revenue.

It's important to remember that anyone that works online, sells online or uses social media is a potential victim!

Follow these top tips from @CRCSouthEast to secure your social media accounts

<https://www.secrc.co.uk/post/be-social-but-safe-with-your-business>

2) Need help protecting your business info, team, clients, customers and supply chain beyond the #cyber basics?

To help you do this, the @CRCSouthEast offers free membership to businesses from any sector, and anywhere in the #SouthEast.

Join today https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

3) Is your business cybercrime resilient? Did you know, there was a cyberattack on UK firms every 49 seconds between April and June last year? Cybercrime affects businesses of all sizes, but there are steps you can take to protect yours. Download a free info pack from the SECRC to start building your cyber resilience today https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

4) Criminals don't just target big businesses – they will exploit and disrupt sole traders and small businesses in all sectors. Download a free info pack from the SECRC to start building your cyber resilience today https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

5) Last year, 31% of businesses and 26% of charities estimate they were a victim of a cyber-attack at least once a week. If you were being burgled once a week, you would take preventative action to stop this happening. It's time to do the same for your cyber and digital property.

The first step you can take to boost cyber resilience is by joining the SECRC's community of cyber experts, policing, academia and 1500+ businesses just like yours.

With SECRC membership you get

- Free valuable guidance and resources
- Invites to all our webinars and events
- Threat updates direct from local police intelligence
- A drill #CyberAttack

Join today https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

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7) Would your business survive a cyber-attack? The @CRCSouthEast provides #FREE expert guidance and toolkits via our membership offer that are designed to help boost your business's cyber resilience levels against cyber-attacks.

➡ Join today via https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

#cybersecurity #cybersecuritynews #smallbusinessuk #smallbusiness #smallbusinessowner #supportsmallbusiness #policing #police #cybercrime #cyberattacks #cyberresilience

8) So, what is The South East Cyber Resilience Centre ?

The South East Cyber Resilience Centre police-led with Andy Richardson as Director of the SECRC and Detective Superintendent within the South East Regional Organised Crime Unit (SEROUC) and Chris White, Head of Cyber and Innovation for the SECRC and Detective Inspector also within the SEROUC.



The SECRC works in partnership with local universities and businesses to improve cyber resilience in businesses in the South East of England.

When it comes to cybercriminals, there's nothing small about small businesses. If you're open for business online, you could be open to cyber-attacks. We exist to help you to reduce your business's cyber related risk and to increase your cyber resilience. We do this by developing your knowledge in key areas so that you can implement basic methods of cyber hygiene through our FREE, no hassle membership.

Sign up today to start protecting your business 👉 https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

#cybersecurity #cybersecuritynews #smallbusinessuk #smallbusiness #smallbusinessowner #supportsmallbusiness #policing #police #cybercrime #cyberattacks #cyberresilience

9) Did you know recent data shows businesses in the South East lost £478K to cyber-attacks in the last 12 months? This included 166 reports of #socialmedia and #emailhacking; it is critical that businesses now protect themselves against cybercrime.

The South East Cyber Resilience Centre supports small businesses to increase their cyber resilience via their free membership, learn more https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

#cybersecurity #cybersecuritynews #smallbusinessuk #smallbusiness #smallbusinessowner #supportsmallbusiness #policing #police #cybercrime #cyberattacks #cyberresilience

10) Every day, businesses in the UK are being targeted by [#ransomware](#) attacks. The South East Cyber Resilience Centre offers a FREE membership is easy to follow, quick to action and highly effective in helping your business to become more cyber-safe.

➔ Register today for free at https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

#smallbusinessuk #smallbusiness #smallbusinessowner #supportsmallbusiness #policing #police #cybercrime #cyberattacks

11) Did you know the @SouthEastCRC offers a free membership designed to help [#businesses](#) improve their cyber resilience? Cyber attacks are a case of WHEN and not IF, watch this video to learn why you should become a member of the SECRC! Join via https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

12) Over 14,000 people reported their email or social media accounts were hacked last year.

If you are offered 2-step verification to protect your email or social media accounts, always use it. Learn more: <https://www.secrc.police.uk/post/what-is-multifactor-authentication>

Social Content: Instagram

1) Cybercrime is increasingly becoming a growing threat across the South East, with many smaller businesses seeing it as being a complicated or expensive risk to manage. Join the police-led @CRCSouthEast today for FREE and receive a resource pack that will walk you through some practical cybersecurity basics to help secure your business.

It includes:

- How to create a strong password
- Things to consider when backing up your data
- How to keep your mobile devices safe
- Signs of a suspicious email

Get yours here https://www.secrc.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

#cybersecurity #cybersecuritynews #smallbusinessuk #smallbusiness #smallbusinessowner #supportsmallbusiness #policing #police #cybercrime #cyberattacks #cyberresilience #smallbusinessstips #smallbusinessmarketing

2) Did you know recent data shows businesses in the South East lost £478K to cyber-attacks in the last 12 months? This included 166 reports of [#socialmedia](#) and [#emailhacking](#); it is critical that businesses now protect themselves against cybercrime.

The @CRCSouthEast can help with their police-backed, free membership designed to help SMEs like yours. Learn more https://www.secr.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

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3) Did you know the SECR exists to help all businesses in the #SouthEast to improve their cyber security? Their newsletter and free membership is open to anyone self-employed or running a small business. Learn more https://www.secr.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

4) The South East Cyber Resilience Centre is a policed-led organisation designed to help businesses improve their cyber resilience. The @CRCSouthEast offers a free membership to provide you with access to simple to follow and easy to action guidance and resources for your business.

Join us at https://www.secr.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

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5) Did you know that 81% of small and medium businesses use at least one #socialmedia platform to stay connected with customers online? That's why your social media accounts must be protected from cyber-attacks. The @CRCSouthEast has provided simple tips to help you secure your account, find them in this short video.

For more helpful tips like this, become a member of the SECR today for FREE! Sign up 🙋

https://www.secr.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

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6) Yikes, here are some alarming stats reported by Forbes 🟡

-43% of SMEs do not have any cyber security plan in place

-91% of small businesses haven't purchased cyber liability insurance

-57% of attacks on SMEs are phishing or social engineering attacks

Good news though, the @CRCSouthEast is a police-led initiative that offers a FREE membership to help you to mitigate against the most common types of cyber-attacks. Join today and chat with the team so they can help you to assess your current risks.

https://www.secr.police.uk/free-information-pack?utm_source=social&utm_medium=membership&utm_campaign=p23

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7) Did you know that the @CRCSouthEast are working with over 1500 businesses in the South East to build resilience in their business to online crime, through training, 1-2-1 support and

downloadable resources. If you haven't started your #cyber journey as a business, make a start today by joining their FREE membership <https://www.secr.police.uk/core-membership-sign-up>

8) Cybercrime is a growing problem for businesses with many smaller businesses being hit daily by cyber-attacks. The @CRCSouthEast provides a FREE resource pack that gives you some practical cybersecurity basics to help secure your business. Get yours here

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Image Downloads:

Facebook/LinkedIn

- 1 - https://static.wixstatic.com/media/9f9de6_7ef8d371ae5d4fd89e80868fdd43b006~mv2.png
- 2 - https://static.wixstatic.com/media/9f9de6_5d0efdbd79824e80bb2f623c247c3ccc~mv2.png
- 3 - https://static.wixstatic.com/media/9f9de6_e7744559639e4e0ab6ef8a1f6920ae3d~mv2.png
- 4 - https://static.wixstatic.com/media/9f9de6_a8cf842bfc824e23bb4ae20d37b0ed3a~mv2.png
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Twitter

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Instagram

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- 10 – https://static.wixstatic.com/media/9f9de6_7b72671fa8284ce8af74aa81a932ab37~mv2.png
- 11 – https://static.wixstatic.com/media/9f9de6_cfad16b7bbe6441b8e2bf666a2432c13~mv2.png
- 12 – https://static.wixstatic.com/media/9f9de6_e915a2011b2640c5a93c375f10a13561~mv2.png
- 13 – https://static.wixstatic.com/media/9f9de6_4bd79a9ce3d44203b1be03caf334bec7~mv2.png
- 14 – https://static.wixstatic.com/media/9f9de6_1f5c794578eb456b9ad5f868b8673f37~mv2.png

CONTACT

For social media queries, please contact:

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Communications and Marketing Manager
The South East Cyber Resilience Centre
enquiries@secrc.police.uk