

# Take a moment to own it

own  
your  
online

## Cyber Smart Week 2025 – Social Media Pack

(Monday 6 October – Sunday 12 October)

This social media guide is here to help you prepare and share the Cyber Smart Week messages on your social channels.

### Important: Follow and tag us

Engaging with us helps us see the activity being generated and spreads the message far and wide.

Follow us:

**LinkedIn:** [@ownyouronline](#)

**Facebook:** [@ownyouronline](#)

**Instagram:** [@ownyouronline](#)

Tag us:

@own your online on **LinkedIn**

@ownyouronline on **Facebook & Instagram**

**Please remember, this material is embargoed and can not be used until Monday 6 October (when Cyber Smart Week starts).**

Please post or schedule your content from Monday 6 October (when Cyber Smart Week starts) - not before!

There are multiple messages to share, with each having 1080x1350 and 1080x1920 image formats for both in-feed and story content.

By sharing this content, you'll help us to reach millions of New Zealanders and encourage them to be more secure online.

This guide is a suggestion of how you could share the provided Cyber Smart Week messaging and assets on your channels – pick and choose the messages you like or use them as inspiration to create your own.

We'd love for you to share your Cyber Smart Week activities over the week. Tag us at @ownyouronline so we can see the activity being generated and so others can follow and join the Cyber Smart Week conversation.

# Take a moment to own it

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## In Feed

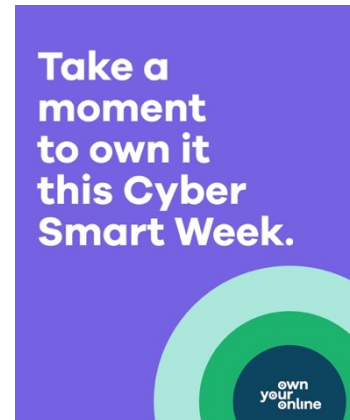
For LinkedIn tag: @Own Your Online

For Facebook and Instagram tag: @ownyouronline

### Post copy:

Take a moment to own it! This Cyber Smart Week we're supporting @ownyouronline by encouraging you to help put a stop to scammers. Start by updating your bank, email and social media accounts with long, strong and unique passwords, and turning on two-factor authentication.

### Post Image



## Stories

Please tag @ownyouronline

If you would like to add a url link, use: 'Learn more' as your customisable sticker text and link to [ownyouronline.govt.nz/takeamomenttoownit](https://ownyouronline.govt.nz/takeamomenttoownit)



# Passwords

## In Feed

For LinkedIn tag: @Own Your Online

For Facebook and Instagram tag: @ownyouronline

### Post copy:

Take a moment to own it! This Cyber Smart Week we're supporting @ownyouronline by encouraging you to create unique passphrases of four or more words for each of your accounts – start with your banking, email and social media accounts.

### Post Image



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## Stories

Please tag @ownyouronline

If you would like to add a url link, use: 'Learn more' as your customisable sticker text and link to [ownyouronline.govt.nz/takeamomenttoownit](https://ownyouronline.govt.nz/takeamomenttoownit)



# Two-Factor Authentication (2FA)

## In Feed

For LinkedIn tag: @Own Your Online

For Facebook and Instagram tag: @ownyouronline

### Post copy:

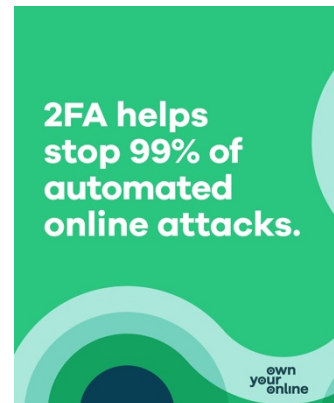
Take a moment to own it! This Cyber Smart Week we're supporting @ownyouronline by encouraging you to turn on two-factor authentication (2FA) for your bank, email and social media accounts.

### Link to add in the comments:

Here's a step by step how-to guide:

[www.ownyouronline.govt.nz/personal/get-protected/guides/set-up-2fa/](http://www.ownyouronline.govt.nz/personal/get-protected/guides/set-up-2fa/)

### Post Image

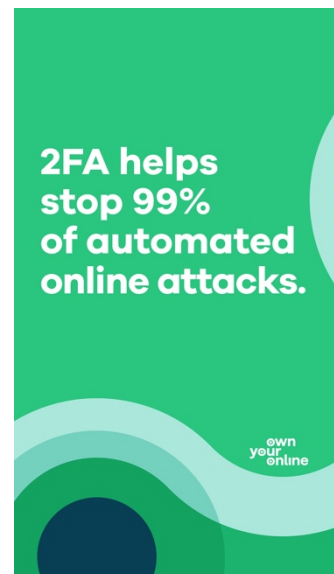


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## Stories

Please tag @ownyouronline

If you would like to add a url link, use: 'Learn more' as your customisable sticker text and link to [ownyouronline.govt.nz/takeamomenttoownit](http://ownyouronline.govt.nz/takeamomenttoownit)



# Passblots

## In Feed

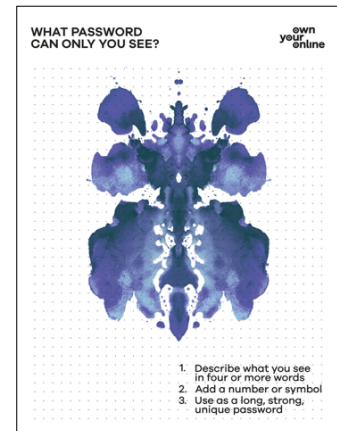
For LinkedIn tag: @Own Your Online

For Facebook and Instagram tag: @ownyouronline

### Post copy:

Don't tell us what you see! Thanks to @ownyouronline we're sharing this fun new way to create your own unique passphrase. Get describing, and take a moment to own it this Cyber Smart Week.

## Post Image



## Stories

Please tag @ownyouronline

If you would like to add a URL link, use: 'Learn more' as your customisable sticker text and link to [ownyouronline.govt.nz/takeamomenttoownit](https://ownyouronline.govt.nz/takeamomenttoownit)

