

Tahuri mai kia mau ki te mana pupuri

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.

Tahuri mai kia mau ki te mana pupuri

In Feed

For LinkedIn tag: @Own Your Online

For Facebook and Instagram tag: @ownyouronline

Post copy:

Tahuri mai kia mau ki te mana pupuri! I tēnei Wiki Atamai ā-Ipurangi e tautoko ana mātou i a @ownyouronline mā te āki i a koe ki te āwhina ki te aukati i ngā kaitāware. Tīmata mā te whakahou i ō pūkete pēke, īmēra, pāpāho pāpori hoki ki ngā kupuhipa roa, kaha, ahurei hoki, me te whakakā i te motuhēhēnga tukarua.

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

