FLEX YOUR CYBER

Resource Kit

KEEPER®

FACT SHEET

Key Facts

What - A global cybersecurity education initiative designed to provide resources to students, parents, teachers and school administrators.

Why - Cyber threats in schools are increasingly common, with attacks happening nearly every school day. Flex Your Cyber equips the educational community with free, accessible tools to safeguard sensitive data and personal information.

Supported By - Keeper Security in collaboration with the National Cybersecurity Alliance (NCA), KnowBe4 and Williams Racing.

Star Power - F1 driver Alex Albon, who stars in educational videos to help young students understand cybersecurity concepts through fun, relatable content.

Educational Resources
Provided by Flex Your Cyber

Little Kids (K-3rd) - Videos, activity books and infographics introducing young children to online safety in a fun, age-appropriate way.

Big Kids (4th-8th) - Original videos and cybersecurity challenges that engage preteens with more in-depth digital safety concepts.

Parents - Guidance, research and practical tips to foster good cybersecurity practices at home and support kids' safe online navigation.

Teachers - Tools and grade-specific lesson plans to integrate cybersecurity into the classroom.

Administrators (K-12) - Insights, best practices and solutions to create a secure school environment.

Cybersecurity Stats in Education

- Schools face nearly **one cyber attack per school day**, targeting students' and staff's sensitive information.

- **Only 14%** of schools currently implement comprehensive cybersecurity training for students, highlighting a significant gap in online safety education.

- **30% of parents** admit they have never talked to their children about cybersecurity.

- **27% of parents** expect their child's school to educate them about cybersecurity.

- **Only 12%** of students report having access to cybersecurity resources.

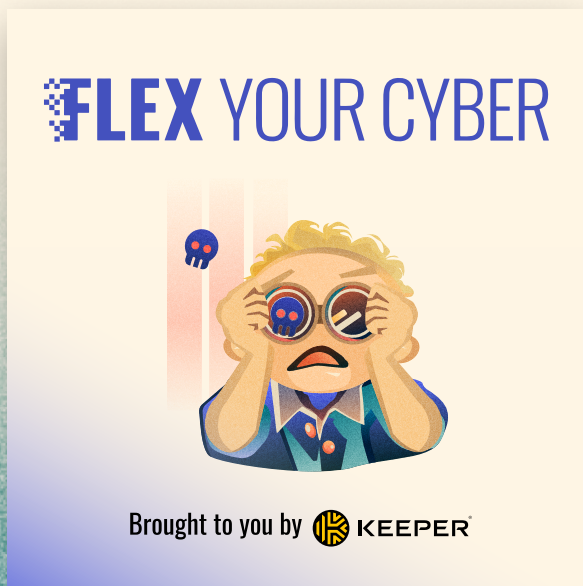- **Research shows 80%** of K-12 schools were hit by ransomware in 2023.

SOCIAL MEDIA

Keeper will use social media to share news and updates about Flex Your Cyber. Visit **flexyourcyber.com** for more information and follow us on X **@keepersecurity**, Facebook **@Keeper Security**, LinkedIn **@Keeper Security**, Instagram **@keepersecurity** and TikTok **@keepersecurityinc** to stay in the know. Use the hashtag #FlexYourCyber to join the conversation and **click here** to download photos from the Flex Your Cyber launch event.

CREATIVE ASSETS

Download assets here – 1080x1920, 1080x1080, 1200x628

SUGGESTED SOCIAL COPY

Option 1

💪 [Insert organization name] is proud to support #FlexYourCyber!

This #cybersecurity initiative empowers students, parents, teachers and administrators to protect their online world. Together, let's build a safer digital community for everyone!

Learn more: **flexyourcyber.com**

Option 2

Join us in supporting the global #FlexYourCyber initiative!

We're calling on students, parents, teachers and administrators to come together to learn how we can collectively strengthen the security of our online world.

Discover how: **flexyourcyber.com**

Option 3

In today's digital age, #cybersecurity is more critical than ever. For students, it means protecting personal data and understanding the risks of using the internet. For parents, it's about guiding their children on how to safely navigate the digital landscape. For teachers and administrators, it means sharing best practices in the classroom and investing in solutions to secure school networks and systems.

Let's work together to create safer digital spaces for everyone and and provide engaging, age-appropriate resources. Learn more about Flex Your Cyber: **flexyourcyber.com**

FAQS

What is the Flex Your Cyber initiative?

Flex Your Cyber is a global public service initiative by Keeper Security, aimed at empowering students, parents, teachers and school administrators with essential online security knowledge and tools. With engaging content and guidance, it fosters a culture of responsible and safe online behavior in K–12 education.

Why is cybersecurity important for young people?

As schools increasingly integrate technology, students' personal information is at higher risk of cyber threats. Educating young people early about online safety habits helps them develop lifelong cybersecurity skills that protect both their privacy and personal data.

Who can participate in Flex Your Cyber?

Flex Your Cyber provides free resources for everyone in the educational ecosystem, including students (K-8th grade), parents, teachers and school administrators. Each group has customized and user-friendly materials available on the Flex Your Cyber website.

What kind of resources does Flex Your Cyber provide?

The initiative offers age-appropriate educational videos, interactive activities and lesson plans for schools. There are also specific resources for parents and administrators to help promote safe online practices at home and in school environments.

How can we access Flex Your Cyber materials?

All resources are freely accessible through flexyourcyber.com, designed for easy navigation by each audience group.

Who supports Flex Your Cyber?

Flex Your Cyber is powered by Keeper Security in collaboration with the National Cybersecurity Alliance (NCA), KnowBe4 and Williams Racing Formula 1 team, with F1 driver Alex Albon starring in the campaign's videos.