

2019 RESULTS

4 CYBERSECURITY AWARENESS TABLING EVENTS

setup weekly on upper HUB walkway to promote National Cybersecurity Awareness Month at UCR. The theme of the event was "Donut Holes Are Good. Security Holes are Not!" Participants signed up for our ITS email contact list, received flyers with helpful cybersecurity tips, spun our wheel to win great prizes, and stocked up on delicious donuts and coffee.



2,000 DONUT HOLES

distributed to students visiting our booth

DONUT HOLES ARE GOOD.
SECURITY HOLES ARE NOT!



768 OUNCES OF COFFEE

poured for students visiting the booth.

2,000 FLYERS

distributed containing helpful cybersecurity tips and information



772 NEW EMAIL CONTACTS

voluntarily added to our email contact list for future ITS communications.

#UCRCYBERSMART

Social media challenge
<https://its.ucr.edu/cybersmartchallenge>



8% Increase in followers in the Month of October



10% Increase in followers in the Month of October

Over 20 social media posts generating 10K+ post impressions during the campaign.

