

The **Cyber Offender Prevention and Victim Support Toolkit**, includes the following key components:

1. Cyber Offender Prevention integration

This section provides a high-level overview of the NC3's Cyber Offender Prevention initiative.

2. How to Amplify or Develop Your Own Social Media Content

This section provides step-by-step guidance on how to either amplify existing social media content or develop your own. It includes:

CyberChoices Key Messages/Foundation: The core foundation of the Cyber Offender Prevention and Cyber Choices initiatives, ensuring that all content adheres to the main objectives and messaging pillars related to cyber offender prevention.

CyberChoices Key Messages for Social Media: Adapted key messages for social media platforms, focusing on audience engagement, educating young people about the risks of cybercrime, and highlighting positive career paths in the digital space.

Guidelines/Key Messages for Other Channels (e.g., Telegram, Discord): With platforms like Telegram and Discord which offer end-to-end encryption and group messaging options becoming more prevalent and popular, this section outlines how to effectively communicate key messages to users in these spaces. It covers platform-specific approaches, the tone of communication, and how to engage with users on these less formal, more community-driven platforms in the event your organizations have a presence on such channels.

Guidelines for Awareness and Victim Support: As phishing attacks evolve, it's crucial to not only raise awareness but also support victims. Included are key messages to increase awareness and offer support to victims of cybercrime.

These guidelines ensure you have everything you need to create compelling, targeted social media content and to successfully amplify messages through various channels.

The **Cyber Offender Prevention and Victim Support Toolkit** is a comprehensive resource designed to support ongoing efforts to raise awareness about the risks of cybercrime by promoting positive, responsible online behaviors. The materials included in this toolkit represent the NC3 Cyber Offender Prevention (COP) team's integration to raise awareness about the risks of cybercrime, and may serve as a tool to assist in the design, enhancement, and amplification of partner efforts. Whether developing social media content, or amplifying messages across digital platforms, this toolkit represents the NC3's collection of CyberChoices guidelines, templates, and victim support resources.

Should you have any questions or wish to further discuss the content of this toolkit, please do not hesitate to contact the Cyber Offender Prevention team at NC3_prevention@rcmp-grc.gc.ca.