

# Campaign Wrap Up Report

## 12 Days of IT Security

04 -19 December 2017



The IT Security Campaign was intended to raise awareness of IT Security amongst our staff. It was themed around the 12 Days of Christmas and focused on a particular IT Security topic each day. These were posted on Twitter and the IT Security webpage along with Staff News story about the campaign.

# 1600%

Increase visits to the  
**IT Security webpage**  
over the previous month.

## Top Tweet



## Twitter Stats

Total Tweets: 24

Likes: 71

Shares: 50



#12DaysofITSecurity

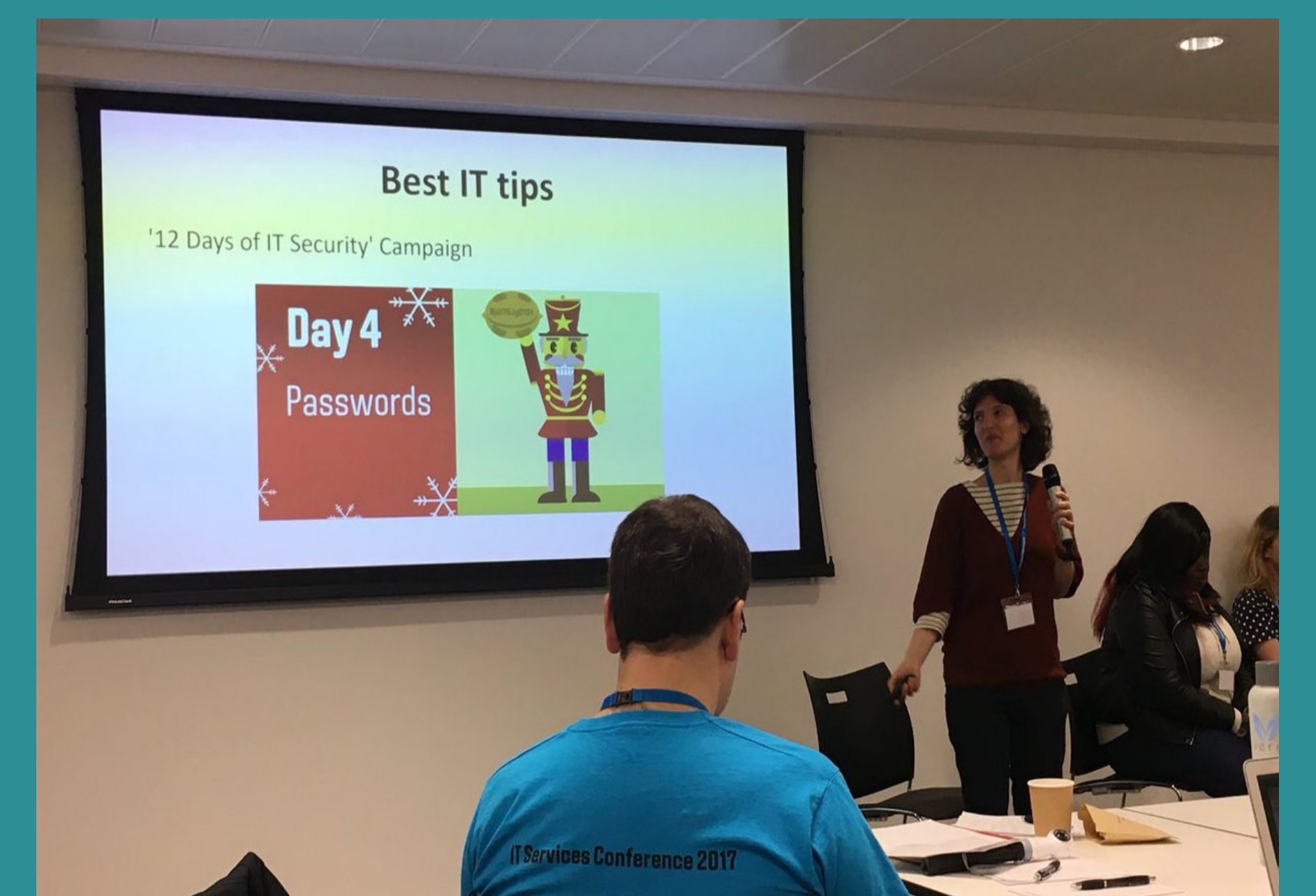
# #2

Most Visited webpage  
on the IT Services site  
for December.



## IT Conference Shout Out

Recognised as a great source for information by a Leeds Beckett Student at the IT Conference.



## Lessons Learned



- Utilising the internal Staff News proved to be a great way to get people to notice the campaign. A third of the views came from the link provided in the news story.
- The fun, colourful nature of the campaign proved to have a positive impact, with comments coming from various sources on how it looked engaging and was a good way to get information across.
- We need to find more ways of reaching staff outside of IT Services, possible through YouTube or poster campaigns in Staff areas (break rooms, meeting rooms).
- The website had issues publishing content and extra care needs to be taken to ensure that all content is live when it needs to be in the future.