



12 Days of Safe Holiday Online Shopping Campaign

Secure Our World aims to keep shoppers safe from scams this holiday season.

Official hashtags: #12DaysOfSafeShopping #SecureOurWorld

Website link: <https://www.cisa.gov/holiday-online-shopping>

Use these posts on your social media platforms to share safe shopping tips. You can copy and paste them or modify the wording to best fit your campaign. Corresponding social media graphics are noted for each post.

Campaign

The following is the entire 12 Days of Safe Holiday Online Shopping social media campaign. You can publish these during any 12 days in December—though we do suggest posting the tips in numerical order! **Downloadable corresponding social media graphics can be found in this same zip folder.**

Day 0

The holiday online shopping season is upon us! 🛍️ 💻 📦 ❄️ For an enjoyable and scam-free experience, check out CISA's #12DaysOfSafeShopping tips. Starting tomorrow, we'll share one tip a day so you can shop safely.

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-00 (Starting Tomorrow)

For reference, it looks like this:



Day 1

Ready, set, go! The holiday online shopping frenzy starts now. 💻 🎀 📦 Before you begin, update software on your device to make sure you're protected from the latest threats. Get

more tips from CISA here: <https://www.cisa.gov/holiday-online-shopping>
#12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-01

For reference, it looks like this:



Day 2

🌟 Before diving into holiday sales online, update your shopping passwords—16+ characters, random, and unique for each account! 🌐 Get more tips from CISA here: <https://www.cisa.gov/holiday-online-shopping> #12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-02

For reference, it looks like this:



Day 3

Overwhelmed by trying to remember your passwords? Let a password manager do it for you! 🗝️💻 Set one up today and shop with ease knowing #StrongPasswords are protecting your accounts. 🤖 Get more tips from CISA here: <https://www.cisa.gov/holiday-online-shopping> #12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-03

For reference, it looks like this:



Day 4

❄️ ❄️ ❄️ Make your holiday online shopping safer by using MFA on your accounts. It's a quick second step to prove it's you when logging in—like entering a code or your fingerprint. Get more tips from CISA here: <https://www.cisa.gov/holiday-online-shopping> #12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-04

For reference, it looks like this:



Day 5

🔔 During the holiday shopping season, criminals send messages that look like they're from your favorite store—hoping to steal your money or information. 🚫 If a message looks suspicious, think twice! Learn more about phishing from CISA here: <https://www.cisa.gov/holiday-online-shopping> 🔔 #12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-05

For reference, it looks like this:



Day 6

🎁 🎁 🎁 We know you're in a hurry over the holidays, but never click links or download attachments from unexpected messages. 🚫 Doing that could infect your device with viruses or malicious software and give scammers access to your private information. Get more tips from CISA at: <https://www.cisa.gov/holiday-online-shopping> #12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-06

For reference, it looks like this:



Day 7

🔒 This holiday season, look out for messages asking for information—such as to verify your delivery address or confirm your purchase. 🗨️ It may be a scammer trying to trick you into giving them information. Find more tips for #12DaysOfSafeShopping from CISA here: <https://www.cisa.gov/holiday-online-shopping>

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-07

For reference, it looks like this:



Day 8

Got an email that feels a little off? Don't panic—just report it and delete it! Do NOT 🚫 reply or click on any attachments or links—not even those unsubscribe buttons. 🎁 Shop safely this holiday season and protect yourself from phishing scams! Get more tips from CISA here: <https://www.cisa.gov/holiday-online-shopping> #12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-08

For reference, it looks like this:



Day 9

When buying gifts online, look for “https” at the beginning of the website address. Also ensure the nearby padlock icon is locked. 🔒 This shows your info is encrypted—which reputable merchants always do. Get more tips from CISA here:

<https://www.cisa.gov/holiday-online-shopping> #12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-09

For reference, it looks like this:



Day 10

Before shopping online at a business that’s new to you, verify it’s legitimate! 🧐 Check the Better Business Bureau for accreditation, read customer reviews, and research any complaints. Get more tips from CISA here: <https://www.cisa.gov/holiday-online-shopping> #12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-10

For reference, it looks like this:



Day 11

💳 While laws limit your liability for fraudulent credit card charges, your debit card may not give you the same level of protection. 😞 Unauthorized charges could leave you with insufficient funds for other bills. 💰 Stay safe and consider using a credit card for extra security this holiday season! 📺 Get more tips from CISA here:

<https://www.cisa.gov/holiday-online-shopping> #12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-11

For reference, it looks like this:



Day 12

When you're busy shopping, it's easy to miss a charge. 💰

🛒💻 Check your credit card and bank accounts regularly. 👁️ If you see any unauthorized charges, reach out immediately. Get more tips from CISA here:

<https://www.cisa.gov/holiday-online-shopping> #12DaysOfSafeShopping

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-12

For reference, it looks like this:



Day 13

In case you missed it! Check out CISA's #12DaysOfSafeShopping tips for holiday online shopping here: <https://www.cisa.gov/holiday-online-shopping> 🎁 🌲

Graphic name in zip folder: SOW-Holiday-Shopping-Graphics-2024-Tip-13 (Final Post)

For reference, it looks like this:

