



**IDENTITY THEFT
RESOURCE CENTER**

Campaign Booklet

Presented By: INSPÍRA Public Relations

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Executive Summary

The Identity Theft Resource Center's campaign "K, Bye!" seeks to increase awareness to their target audiences about identity theft awareness, education and prevention. This nonprofit organization researches how people in different generations utilize the internet and their cell phones. ITRC has stated its main goal in past annual reports, the goal is to provide more access and platforms for their target audience to use in order to have a better understanding of identity theft.

The campaign's relevant publics consist of Generation Y (Millennials) and Generation Z as well as Baby Boomers. These audiences can be defined by their individual social and spending habits. Generation Z is the most tech savvy and fast spending audience out of the three relevant publics. Generation Z and Millennials both use social media at the highest rate of the three publics. Millennials are the most loyal to the brands they choose; they spend countless hours reviewing and researching online before purchasing new products. While Millennials prefer a balance between work and social life, Baby Boomers are very work-centric. Baby Boomers have the most buying power out of these relevant publics.

These factors are exactly what needs to be researched in order to have an effective campaign. ITRC has a primary focus on educating its target audience through the use of research- the better people understand what their habits are, the better off they will be in avoiding cyber crimes and other identity threats. The success of this campaign will be measured by the increased amount of knowledge each audience has regarding identity threats, and the level of participation and engagement of each audience with information presented and promoted throughout the campaign.

ITRC fluently understands the identity theft crisis in America, as well as that the world is in its infancy stages of understanding the benefits alongside the threats that modern technology can present. ITRC's current position continues to be one of thoughtfully informing their target audience and raising awareness, while the direction ITRC takes is education and a proactive response to identity theft.

Through ITRC's "K, Bye!" campaign, consumers across all age groups will be better informed and protected from the dangers of identity crime.

Current Situation

- ***Problem Statement***

- America along with the world is facing a major identity theft crisis.
- The age of information and technology has ushered in a new wave of crime. Cyber and cellular crimes continue to rise each year and the threat of stealing one's identity through these channels have affected different generations.

- ***Current Position***

- ITRC wants to empower the citizens (and potential targets of identity theft) to disconnect from possible scams. Such as hanging up on robocalls by saying the words "K, Bye!" and disengaging from scam emails and texts.
- The "K,Bye!" campaign is raising awareness of the public on how to manage and avoid scams, they understand they cannot end identity theft but they can prevent a lot of cases through the power of knowledge.

- ***Direction***

- ITRC wants to distribute and educate the nation on the Identity theft problem, they believe support and education of businesses has a strong positive impact on the restoration of victims' lives. They have also avoided legal advocacy as a method of forwarding its mission.
- The end state desired is prevention and reduction of identity theft. They understand it cannot be fully eradicated but can be minimized through the use of education spread throughout the generations.
- This campaign is expected to continue further education and support of the masses, research on different generations online and social habits will continue to further as well. The better understanding citizens have of how and why people do things online and over the phone are key elements to better success of prevention and reduction.

Current Situation Cont.

- ***Potential Obstacles***

-Research will be highly subjective, from the start the campaign has encountered different takes on what age group belongs to different generations. Boomers could ages 55-72 in one group and 52-70 in another. The plan is to go with what Pew Research has put out (55-73) when it comes to age in generations, they are the most credible source ITRC has at the disposal.

-The forever changing online crimes is another obstacle that needs to be observed, people need to fully understand trends the hackers/thieves are following. Citizens need to understand how quickly technology is changing and how people need to understand crime comes with the changing technology.

-The less education and interest people have the higher the chance of this campaign failing, ITRC needs to be proactive on approaching this problem. Keeping the public's interest on this threat is hard because people understand that it can happen to anyone so they pay less attention, education and media can help us in this cause.

Internal Factors

- **Performance**

-The current position of the organization's mission, vision, and values are clearly stated on the ITRC 2018 Annual report stating that ITRC's mission is, "ITRC is a non-profit organization established to support victims of identity theft in resolving their cases, and to broaden public education and awareness in the understanding of identity theft, data breaches, cybersecurity, scams/fraud, and privacy issues."

-Also, ITRC communicates their vision effectively by stating that "ITRC strives to reduce the impact and level of harm caused by identity theft and related issues by being the first place an individual contacts. Moving forward, whether it be for information or for support during and after an individual becomes a victim, ITRC wants to be there every step of the way."

-We want the public to remember one thing only: ITRC, Start Here." Lastly, ITRC values are stated as, "acting honestly, truthfully and with integrity in all our transactions and dealings; Avoiding conflicts of interest; Acting responsibly toward the communities in which we work and for the benefit of the communities that we serve; Being responsible, transparent and accountable for all of our actions; and working to improve the accountability, transparency, ethical conduct, and effectiveness of our stakeholders." ITRC effectively and clearly communicates the organization's current position.

Internal Factors Cont.

- ***Organizational History***

-The Organizational business goals and objectives are clearly stated on the ITRC 2018 annual report as "Our goal throughout 2018 was, and continues to be, to provide more access, pathways and platforms to regular people struggling with a complicated problem."

-Not everyone has the resources, either financial or otherwise, to hire a professional to help them wade through this quagmire. And the level of sophistication in this space makes professional advice a necessity. ITRC provides that professional advice, and at no-cost to the public."

-The organization is doing well to reach their goals using ITRC's various communication advantages such as the ITRC Help app, online website, ITRC social media platforms, and ITRC customer service.

-These communication tactics have been a positive impact on the organization since according to the ITRC 2019 annual report they have been "sponsored for the sixth year in a row by CyberScout - has become the leading source of data breach trend information used by the news media, researchers, academics, business analysts and public policy staff."

External Factors

- **Competition**

-Nonprofit organizations are often thought to not deal with competition, an issue related only to for-profit businesses and corporations. However, this is simply not true—competition exists for every organization in some form or another. In fact, Nonprofit Hub claims that, “nonprofits don’t just compete against other organizations that focus on the same issue; they’re also competing for the public’s attention for their mission and why it should be supported”.

-Competition in the nonprofit sector is a battle for a target audiences’ attention, as well as financial support from donors.

- **Environment**

The biggest external environment affecting ITRC’s organization would be the presence of scammers and their tactics for attacking the target audience. Due to the changing world of the internet and differences in attitudes across generations, scammers have had to adapt. According to ITRC, “scams can take the form of emails, text messages, phone calls, through social media accounts and more.” Thieves want access to social security numbers, bank account or credit card numbers, driver’s license number, insurance policy numbers (medical and auto), date of birth and state or employee identification numbers.

Relevant Publics

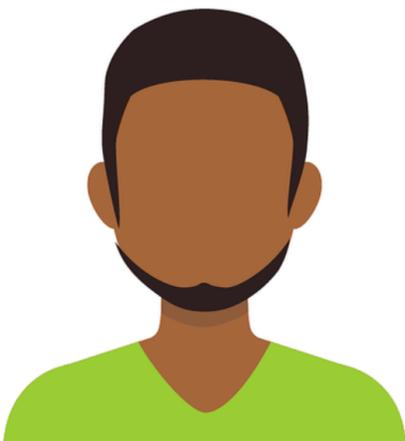
Target Audiences For The Campaign:

- **Generation Z**

The Generation Z population consists of individuals that fall in the 7-22 age range. This audience grew up in the digital age and they are very familiar with technology and its advances. According to an entry on Business2Community states that this generation prefers YouTube, Instagram and Snapchat as their top social media platforms, and nearly ¼ of Gen Z users say that YouTube provides the best web experience. Also, based on a branding study entry done by IBM, Gen Z spends 74% of their free time online and 37% of respondents indicated that listening to music is one of their top three spare-time activities. According to data collected by Northwestern Mutual's 2019 Planning & Progress Study, 57% of Generation Z have no idea how much they have in personal savings. Research displayed by an article from Lexington Law also found that Generation Z has a higher total transaction of items than Millennials and Baby Boomers.

Generation Z Profile:

MICHAEL



- 17 years old
- High School Junior
- Receives \$50 a week in allowance from his parents, and does not work.
- Owns an Apple iPhone 11 Pro
- Enjoys attending concerts with friends and going viral on Tik Tok.
- Active on twitter, Snapchat, Instagram, Tik Tok
- Religion isn't a priority
- Doesn't remember 9/11
- Looks forward to buying clothes every week online with his allowance.
- Michael believes that "whenever you're bored, you can always find something to do on your phone."

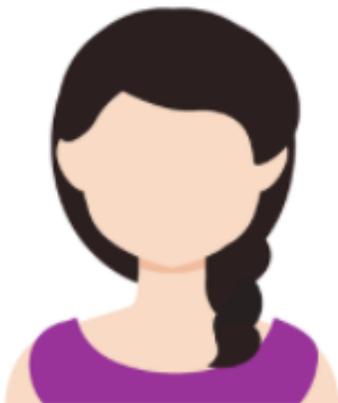
Relevant Publics Cont.

- **Generation Y (Millennials)**

The Generation Y also referred to as “Millennials” consists of 83.1 million individuals in the United States that fall in the 25-39 age bracket. According to studies done by Pew Research, Millennials embraced the internet earlier and faster than the generations before them. This generation is also very loyal to the brands that they choose to purchase products from. For example, Forbes reported that 60% of Millennials stay loyal to brands. A research article from PostBeyond also found that 90% of Generation Y routinely researches products online. Also, studies found by Slate display that Millennials are a “rise and grind generation”, as they do not stop or settle down as fast as boomers did in their lifetime. According to an excerpt from Digital Marketing Community (DMC), 88% of Millennial respondents have a membership on Facebook and 83% are active on YouTube. A research article by Forbes also reported that Millennials spend more money on social outings and the majority have less than \$1,000 in their savings. Forbes also reported that 65% of this generation do not own credit cards, have less debt and car purchases than its preceding generations.

Generation Y (Millennials) Profile:

JESSICA



- 30 years old
- Single
- High School graduate and obtained a bachelors degree in Public Relations.
- Works in the marketing department for the social media dating app Bumble with a \$60,000 salary.
- Owns an Apple iPhone 11 Pro
- Enjoys bingeing shows on Netflix, early morning Yoga and going out to clubs on the weekend with friends.
- Before buying anything she spends hours comparing and contrasting reviews on Amazon
- Very Active on Youtube, along with Instagram and Twitter.
- Spiritual, but not religious.
- Prefers having many dogs instead of children
- Jessica believes that "she is not here for a long time, she is here for a good time."

Relevant Publics Cont.

- ***Baby Boomer Generation (Seniors 55+)***

The seniors ages 55+ target audience is famously referred to as the “Baby Boomer” generation. According to research found by Lexington Law, there are currently 73.4 million Baby Boomers in the United States. Lexington Law also discovered that this generation has \$2.6 trillion in buying power, which is more than the other generations listed. Data found by Marketing Charts showed that Baby Boomers possess the majority of US household wealth. A research article by Post Beyond stated that only 21% of Baby Boomers have an Instagram account in comparison to the 40% of Millennials who have an Instagram. Furthermore, data collected by Pew Research showed that 89% of Baby Boomers own a cell phone, and 52% of these individuals own a smartphone. According to research found on The Balance Careers Baby Boomers are very work-centric, unlike their Millennial counterparts who enjoy a social life balance with their work. It is also important to note that this generation is very religious. Research from Pew Research shows that 87% of Baby Boomer respondents believe in a higher power.

Baby Boomer Generation (Seniors 55+) Profile:

GARY



- 64 years old
- Only graduated high school
- Began his life long career of selling cars for Ford Motor Company at 18 and worked his way up to Automotive Sales Manager by the age of 32. He is still working at Ford to this day and owns many stock shares for Ford Motors that he has invested in over the years
- Owns a Samsung Galaxy 5
- Enjoys the NFL and NASCAR
- Only active on Facebook
- Devoted Christian
- Married at age 20 and is still married today
- He has 3 children
- Gary believes you "have to work hard every day for the things you want!"

Additional Generation Behavior Research

- ***Generation Z***

Gen Z cares about the environment, community, freedom of expression and racial diversity (Nonprofit Pro). They are also similar to millennials in how they spend their free time—according to a blog post from Market Charts, 37% of Gen Z respondents indicated that listening to music is one of their top-3 spare-time activities, ahead of reading (27%) and watching TV (23%). Generation Z has left behind older social media platforms like Facebook for younger and fresher platforms such as Instagram and Snapchat, yet YouTube still reigns king (Business 2 Community). YouTube is seen to be one of, if not the most, popular social media platforms that stretches across the entire target audience and would be an ideal place to create awareness of scammers and how to avoid becoming a victim of identity crime.

- ***Generation Y (Millennials)***

Millennials, currently between the ages 25-39, are considered tech-savvy, achievement oriented, social and adventurous. According to the Pew Research Center, millennials, as of 2019, have a nationwide population of 73 million, surpassing the declining Boomer generation. Millennials are similar to Boomers in their social media habits, with the top two preferred platforms being Facebook and YouTube, however Instagram and Twitter still have a large number of millennial users compared to Boomers (DMC). Millennials also enjoy travel, music, art and shopping, and they value saving money on these hobbies and other aspects of their lives. According to an article on Forbes Business, 66% of millennials would switch brands if offered at least a 30% discount. Although millennials are considered tech-savvy, they still may be vulnerable to phishing scams offering deals and savings on their favorite brands and hobbies.

Additional Generation Behavior Research Cont.

- ***Baby Boomer Generation***

Baby Boomers, specifically those 55 years old or older, have very different social habits than the younger two generations. Baby boomers have a nationwide population of roughly 72 million (Pew Research Center), and they like to communicate and entertain themselves through both traditional and modern means. According to Forbes Communication Council, the boomer generations spends just as much time watching television as they do online. Of this time online, a large portion is spent by boomers checking and reading emails, banking, online shopping and social media. And because Baby Boomers are not as internet-savvy as Gen Z or millennials, Boomers can easily fall prey to scams online. In order to spread awareness to this generation, it is important to look at what social media platforms they prefer. According to Statista, the top two social media platforms used by Baby Boomers are a close tie with 70% using YouTube and 68% using Facebook.

- ***Threats To Campaign***

A big threat to this campaign is how resourceful human beings can be when it comes to scamming individuals. People are always using technology and creativity to their advantage along with outsmarting technology to the best of their ability along the way. Each of these target audiences have different weak points when it comes to being at risk for identity theft and fraud.

-Generation Z individuals are frequent spenders and spend the most time on social media where scams can be found through clickbait and dishonest advertisements.

Generation Y individuals spend the most time researching brands and their products which can lead to them being misguided by dishonest reviews. Lastly,

Baby Boomers have the most spending power in the country and are not as technologically advanced as Generation Z and Y which makes them a perfect target for theft and fraud.

-A successful campaign led by ITRC will happen by focusing on what each of these identities prioritizes and need when it comes to spending behavior and technology use.

ITRC S.W.O.T Analysis

- **Strengths:**

- National nonprofit organization with wide reach
- Government/grant funding- not asking for individual donations
- Mission statement is altruistic and its services benefit society
- Provides best-in-class victim assistance at no charge to consumers
- ITRC advisors represent more than 50 years of case resolution experience
- Aims to educate consumers and businesses of the treats of identity crime -app

- **Weaknesses:**

- The “K, Bye” campaign has a strong message, but each target audience needs to be marketed to by different strategies consisting of different types of ads and ways of spreading fraud and theft awareness.
- Gen Z spends most of its time on social media platforms and they would benefit from seeing ads or posts that educate them on the dangers of identity theft and fraud.
- The ITRC character avatars would benefit more from a larger selection to choose from. Millennials are captivated by a minimalistic layout and presentation. ITRC would benefit from having a minimal layout with a simple color scheme. Baby boomers are very active on Facebook and they would benefit from having a larger Facebook presence from ITRC.
- There are also no review viewing options for ITRC online. Millennials spend hours researching reviews before trusting a brand this target audience would be captivated by being able to see reviews.

ITRC S.W.O.T Analysis Cont.

- **Opportunities:**

-High Demand for a similar product or service. (Increasing numbers of data breaches each year).

-Higher amounts of online shopping is contributing to higher identity theft cases. Creates more opportunities for the company.

-Large amount of new tech companies who may need identity theft coverage.

-New social media outlets which may also create new opportunities.

Mobile payments, Crypto Currency and other new methods of payments can present new opportunities for the company.

- **Threats:**

-Always evolving technology (every time new technology hits the market, scammers will find ways around the security).

-Lack of knowledge/awareness (people simply aren't informed on the changing ways of the world around them and how to take steps to prevent themselves from being a soft target).

-Willingness to give private information without reading the fine print.

-Types of scams:

- Venmo
- Ransomware
- Dating Apps
- Robocalls
- Equifax

Budget

	Cost	Budget
Marketing		\$10,500
Instagram ads	\$160	\$180
Youtube PSA ads	\$200	\$225
sponsorships for YouTube	\$2,000	\$2,500
sponsorship placement on Anchor.fm	\$1,000	\$1,000
Giveaways on YouTube and Instagram	\$1,800	\$2,000
Promotional Items		
PSA Video shoot		
Film Crew	\$1,500	\$2,000
Filming Location	\$500	\$1,000
Travel expenses	\$500	\$600
Total Spent:	\$7,660	

Timeline

Inspira PR

Campaign Timeline

FEBRUARY

-SWOT ANALYSIS created

-Research of different generations (Baby Boomers, Millennials, and Gen Z) and their online habits and tendencies.

- OBJECTIVES FOR ITRC CAMPAIGN are created.

- CAMPAIGN BUDGET is created.

MARCH

SITUATIONAL ANALYSIS created -

SOCIAL MEDIA STRATEGY created -

Beginning of Social Media Outreach -

Start running Instagram stories and Ads every two weeks from March until -May for Gen Z and Millennial outreach

Start uploading Youtube content - that targets all demographics

Start Facebook posts with content - directed at Baby Boomers and Millennials.

MEDIA LETTERS are sent out to - Orlando News Station, Anchor Podcast Company, and David Dobrik.

APRIL

-Continuance of Social Media posts and strategies for two weeks in April.

- COVID-19 Identity theft protection on Instagram, Facebook and Youtube.

-Public Service Announcement created and presented to the media

- First Press Release created and presented

MAY

Final two weeks of Social Media - Outreach

Second Press Release created and presented -

Social Media Platform Strategy

Facebook:

Best Ways to Get Exposure: Facebook varies from user to user when it comes to targeting and gaining exposure. We must use precise research on our audience in order to gain traction. The best day to post is Wednesday with the best time between 11 am-1 pm. The most consistent engagement times are from 9 am-3 pm. Its algorithm is user friendly and makes the user in charge of what they see. This is done by who the user typically interacts with, the type of media the user posts, and the popularity of the posts the users' likes.

Top target demographics using the platform:

- Baby Boomers
- Millennials

Creative ways ITRC can use the platform:

- Facebook Live
- Facebook Stories Feature

*Content examples can be found on Appendices C. page 23

Social Media Platform Strategy Cont.

Twitter:

Best Ways to Get Exposure: The best times to post on Twitter are Wednesdays at 9 am and Fridays at 9 am. Saturday gets the least engagement. Hashtags are huge on Twitter and the best way to gain exposure. Businesses or ideas can tweet out whatever and anchor that tweet by a trending hashtag. Creating and modifying images to fit Twitter's template also is a great way to gain exposure.

Top target demographics using the platform:

- Millennials

Creative ways ITRC can use the platform:

- Create Twitter Cards
- Hashtag holidays: ()
- Regular consistent hashtagging
- Influencer engagement
- Use the platform's "trending" section to engage with users
- *Content examples can be found on Appendices C. page 24

Social Media Platform Strategy Cont.

Instagram:

Best Ways to Get Exposure: The best time to post on this platform for Nonprofit organizations is Tuesday-Friday at 3 pm. Comments, likes and shares impact the algorithm's feed ranking. A lot of large company brands are now taking advantage of sharing ads through Instagram stories. Using the correct type and amount of hashtags can also increase engagement. Paying for sponsored posts, doing giveaways and following trends are a few more ways to get exposure within the app.

Top target demographics using the platform:

- Millennials
- Generation Z

Creative ways ITRC can use the platform:

- Instagram Live -Influencer engagement-Instagram stories feature and -Promoted posts feature
- Hashtag Holidays:()
- Regular consistent hashtagging
- *Content examples can be found on Appendices C. page 25

Social Media Platform Strategy Cont.

YouTube:

Best Ways to Get Exposure: The best time to upload a video to Youtube would be during weekdays between 2 or 4 pm CST or EST. Youtube traffic is highest in the evening during the evening from 7 and 10 pm EST or CST. Uploading a Youtube video a few hours earlier will allow the video to show up in search results. Using a good title, a good video thumbnail, proper tags, and subscriber count are all factors that are key in generating views for your content. Using a weekly upload schedule by uploading videos on the same day at the same time of every week can help ITRC youtube subscribers know when there will be a new video.

Top target demographics using the platform:

-YouTube is the most used platform among all three target audiences.

Creative ways ITRC can use the platform:

-Ask Youtube Influencers to discuss the company and warn their followers about the dangers of identity theft in the form of an ad on their videos.

-Place ITRC advertisements before videos begin targeted at each audience using analytic data.

*Content examples can be found on Appendices C. page 26

Appendix (A) Brand Voice Chart

Helpful Neighbor

DO

WE ARE HERE TO HELP GUIDE YOU THROUGH CHALLENGING TIMES AND REDUCE IDENTITY THEFT

- PRACTICE PATIENCE
- BE UNDERSTANDING OF OTHERS' SITUATIONS
- BE ACCOMMODATING

DO NOT

- DON'T SOUND INCONVENIENCED
- DON'T IGNORE
- DON'T BE CARELESS OR WITHOUT SYMPATHY

Informative

DO

WE WANT TO PROVIDE YOU WITH ACCURATE DATA AND PROMOTE AWARENESS ON IDENTITY THEFT PREVENTION

- BE CLEAR AND CONCISE
- PROVIDE ACCURATE INFORMATION
- BE INSTRUCTIVE ON WHERE TO FIND RESOURCES

DO NOT

- DON'T ASSUME VICTIMS ARE ALL-KNOWING
- DON'T PROVIDE FACTS WITH ARROGANCE
- DON'T PROVIDE FALSE INFORMATION

Trustworthy

DO

WE HAVE MORE THAN 50 YEARS OF EXPERIENCE RESOLVING CASES BOTH BIG AND SMALL. NO MATTER YOUR SITUATION, WE'RE HERE FOR YOU

- BE TRANSPARENT
- HONESTY AND INTEGRITY ARE KEY ELEMENTS
- BE GENUINE DURING CONVERSATIONS WITH VICTIMS.

DO NOT

- DON'T FAIL TO FULFILL COMMITMENTS
- DON'T BE BIASED WITH CLIENTS
- DON'T BE DISMISSIVE

Appendix (B) Social Media Calendar

MARCH

March 1st:

-Youtube Video Upload #1 Women's History Month

March 10th:

-Instagram Post #1 Spring Computer cleaning post for Daylight Savings time

-Youtube upload #2 top 10 ways to staying safe online

March 12-13th:

-Instagram Post #2 Run promoted Instagram Story about protecting yourself from online scammers

March 17th:

-Instagram Post #3 Saint Patrick's Day Post

-Youtube Upload #3 Saint Patrick's Day youtube upload

March 18th:

-Facebook Post #1

March 19th:

-Facebook Post #2

March 26th:

-Instagram Post #4 Inspirational quote from a large technology company owner (use hashtags)

MAY

May 4th

-Instagram Post #9 May The Fourth Meme post (use holiday hashtag #MayThe4th)

-Facebook Post #10 for May The Fourth

May 5th: YouTube Upload #8 for Cinco De Mayo

May 10th:

-Youtube upload #10 ITRC appreciation for Mothers Day

May 11th:

-Facebook Post #11

May 13th:

-Instagram Post #10 Job Listing scams as a result of COVID-19

March 19th:

-Instagram Post #11 Fast Fact Post about Identity Theft

YouTube Post #11 Behind the scenes at ITRC

March 20th:

-Facebook Post #12

March 27th:

-Instagram Post #12 Giveaway for downloading the ITRC app

APRIL

April 1st:

-Facebook Post #3 for April fool's Day

-Instagram Post #5 April Fool's Day Meme Post about COVID-19 (use hashtags)

-Youtube upload #5 for April Fools Day

April 4th:

--Facebook Post #4

April 7th:

-Youtube Upload #6 video on how to use the ITRC app to help stay safe online

April 8th:

-Facebook Post #5

-Instagram Post #6 Online Safety Tips During COVID-19 (use hashtags)

April 12th:

-Facebook Post #6 for Easter

-YouTube Upload #7 to show ITRC's appreciation for Easter Sunday

April 14th:

-Instagram Post #7 Promoted Post to download ITRC app (use hashtags)

April 15th:

-Continue Instagram Promoted Post #7

-Facebook Post #7

April 21st:

-Youtube Upload #8 collaborate with tech Youtubers' for cyber security

April 22nd:

-Facebook Post #8

-Instagram Post #8 Organic Instagram Story and post about COIV-19 Q&A

April 29th:

-Facebook Post #9

Appendix (C) Social Media Content Examples

FACEBOOK

Facebook Live is a great example of how ITRC can interact with it's audience and give answers to any question immediately



The screenshot shows a Facebook post from the ITRC (Identity Theft Resource Center) page. The post is titled "Save the Date!!" and is a live video announcement. The text of the post reads: "ITRC will be live on Wednesday, April 22nd at 7:00 pm central. Our team will be covering critical topics on how to protect your identity during COVID 19 and the online work transition." Below the text are two large icons: the Facebook 'f' logo and a red "LIVE" button. At the bottom of the post, it shows that "Dog the Bounty Hunter" liked the post and that there are "55k Comments".

ITRC
IDENTITY THEFT
RESOURCE CENTER

ITRC
today 11:00 am · 🌐

Save the Date!!

ITRC will be live on Wednesday, April 22nd at 7:00 pm central. Our team will be covering critical topics on how to protect your identity during COVID 19 and the online work transition.

 Dog the Bounty Hunter liked this 55k Comments

Appendix (C) Social Media Content Examples Cont.

TWITTER

An example of a twitter card, in which the content takes advantage of a national holiday to promote campaign message.



The image shows a screenshot of a Twitter post from the account IDTheftCenter (@IDTheftCenter) dated April 13. The tweet text reads: "This year, give Mom the best gift a child could give...Peace of Mind. ❤️ Help your parents stay protected by seeing if they may be at risk for identity theft. #MothersDay". Below the text is a photograph of a smiling older woman and a younger woman hugging. At the bottom of the tweet is a link card with the title "Are You at Risk for Identity Theft?", the text "Learn how to protect yourself from cybercrime and identity theft", and the URL "idtheftcenter.org". The tweet's engagement metrics are 2 replies, 9 retweets, and 4 likes.

 **IDTheftCenter** ✓ @IDTheftCenter · Apr 13

This year, give Mom the best gift a child could give...Peace of Mind. ❤️ Help your parents stay protected by seeing if they may be at risk for identity theft. [#MothersDay](#)



Are You at Risk for Identity Theft?
Learn how to protect yourself from cybercrime and identity theft
idtheftcenter.org

2 replies 9 retweets 4 likes

Appendix (C) Social Media Content Examples Cont.

INSTAGRAM

Promoted and organically posted Instagram Story feature examples:

Are Your Loved Ones Receiving Scam COVID-19 Calls?



JOIN OUR K, BYE MOVEMENT

For more information on how you can educate your loved ones about COVID-19 Fraud **SWIPE UP**

Or call 1-888-400-5530

Promoted Story 1

Be Aware Of These COVID-19 Scams

SpooF Government Phone Calls

The government will never call you and ask for you to sign up to receive a stimulus check.

Scam Job Listings

Be aware on job post platforms of people trying to steal your bank account information.

Fake Unemployment Emails

Be cautious of emails phishing for your identification.

Online Offers for Virus Vaccinations

The virus has no FDA approved vaccine yet.

Swipe up for more ways to avoid Pandemic fraud.
#StopTheSpread

Organic Story 2



IDENTITY THEFT
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Appendix (C) Social Media Content Examples Cont.

YOUTUBE

A great thumbnail and title is key to receiving the most amount of views on your video. Using a behind the scenes video can further help ITRC's audience connect better with the company.

YouTube search: covid19 online scam

**IDENTITY THEFT
WHY YOU
SHOULD CARE**
ITRC

COVID-19
Get the latest information from the CDC about COVID-19.

See more resources on Google

Why Care About Identity Theft?
22,174 views • Mar 19, 2020 189 likes

ITRC IDTheftCenter 2.02M subscribers

YouTube search: covid19 online scam

**ITRC
BEHIND THE
SCENES**

COVID-19
Get the latest information from the CDC about COVID-19. [LEARN MORE](#)

See more resources on Google

Behind the scenes: How ITRC is keeping you safe
22,174 views • Mar 19, 2020 189 likes 14 comments

ITRC IDTheftCenter 2.02M subscribers [SUBSCRIBE](#)

Appendix (D) Fact Sheet

Inspira Public Relations



Fact Sheet

ITRC was founded December 3rd 1999

ITRC is dedicated to the prevention of identity theft and educating its target audience about the harms of surfing the internet and using smart phones in today's world.

ITRC is a non-profit organization that supports victims of identity theft and helps resolve their cases. ITRC conducts training and presentations on the best methods of risk reduction. ITRC has established a Victim Assistance Call Center that provides free case mitigation for victims. ITRC advisors represent more than 50 years combined of case resolution and dedicate themselves to providing world class service.

Recognized as an accredited charity by the Better Business Bureau and a GuideStar|Exchange Gold participant. ITRC also partners with major companies such as Google, ACFE, Qualcomm, Norton Life Lock, Synchrony Financial, and the US Department of Justice Office for Victims of Crime

Located at 3625 Ruffin Rd #204, San Diego, California

Appendix (E) Infographics



IDENTITY THEFT
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BABY BOOMERS

52% OF THESE INDIVIDUALS OWN
A SMARTPHONE. 79.5% USE THE
INTERNET AND 49.5% HAVE A
SOCIAL MEDIA ACCOUNT

Preferred Social Media Platforms:
Facebook and Youtube

Appendix (E) Infographics



MILLENNIALS

THE PIONEERS OF SOCIAL MEDIA.
100% OF THESE INDIVIDUALS ARE
TECH SAVVY. WIFI OVER
BROADBAND

The main social media platforms millennials use are Facebook, Youtube and Instagram, The majority of these individuals chose Facebook with an 88% membership rate.

Appendix (E) Infographics

GEN-Z

GEN-Z ARE CONSIDERED DIGITAL NATIVES, SINCE FROM BIRTH THEY HAVE ADOPTED TECHNOLOGY. THESE INDIVIDUALS SPEND 10.5 HOURS A DAY ONLINE

Preferred Social Media Platforms:
Tik tok, Instagram, Snapchat, and
Youtube

Appendix (F) Promotional Items

Face masks with ITRC logo



Appendix (F) Promotional Items Cont.

Personal hand sanitizers with ITRC logo



Appendix (F) Promotional Items Cont.

Credit card phone wallet with ITRC logo



Appendix (G) Video PSA

ITRC

PSA Script

Date: 04/07/2020

Title: Victim to Identity Theft



Wide shot: A woman is standing in the kitchen drinking coffee and checking her emails on her phone in the morning.

Voice over: Did you know you could be a target of identity theft?

SFX: News show quietly in the background, Coffee machine sounds. New email sound.

Voice over: It can be easy for someone to steal your identity but it may be hard for you to recover from it.

Medium Close Up: Women opens an email from her bank account with numerous new large transactions. Women shout's out to her husband, "Honey! Someone is using our credit cards and making new accounts!"

Voice over: Save yourself the headache of identity theft. It's best to stop identity theft before it happens.

Wide shot: Women in the kitchen. The husband yells, "not again!"

B-Roll: The husband is frustrated on the phone, throwing papers.

Music: *Calming upbeat music.*

Voice over: If you're a victim of identity theft or would like to learn more about keeping your identity safe, please visit identitytheftcenter.org.

Medium Close Up: The husband on a computer enters the website and smiles with relief.

Voice over: Identity Theft Resource Center. We are here to help!



IDENTITY THEFT
RESOURCE CENTER

Appendix (H) Media Partnership Inquiries



To: webdesk@wftv.com

Subject: Informing your audience on the dangers of identity theft

WFTV Channel 9,

It has come to our attention that your news station's region is home to one of the highest population counts of individuals 55 years of age or older in our country. We have been doing ample amounts of research over this target audience, about their behaviors, and the risks they face when it comes to identity theft and fraud. Did you know that seniors obtain information best through media outlets like news stations? After finding this bit of research we are confident that your platform is the perfect place to display our message to at risk victims who are ages 55 or older during this unique time period.

ITRC is a non-profit organization that works diligently to educate and prevent individuals from falling into the traps of identity theft and fraud. We also provide victim assistance for those who have their online identity security breached or stolen.

There are new cyber and identity scams popping up every day as a result of the COVID-19 pandemic and we believe that seniors are the most at risk. We are certain that ITRC and WFTV Channel 9 can create the perfect partnership to educate the Orlando, Florida region on how to stay safe digitally during the rise of COVID-19. We would like to run three PSAs a week delivered by your news anchors during your 6 a.m. and 6 p.m. news cycles for two months starting March 15th through April 20th. The elderly deserves to be properly informed about the dangers they potentially face through these trying times. We are confident they will best receive our message from their trusted news source WFTV Channel 9. We would love to work with you to help flatten the curve of identity theft and fraud among seniors and other viewers during the COVID-19 Pandemic.

Please let me know if you have any questions or concerns, I look forward to hearing from you.

We appreciate your consideration.

Charity Lacey

Vice President of ITRC Communications

CLacey@idtheftcenter.org

Telephone: 858-634-6390

Appendix (H) Media Partnership Inquiries Cont.



To: help@anchor.fm

Subject: ITRC being advertised on Anchor Podcasts

Anchor.fm,

First things first we wanted to let you know that we think Anchor is an incredible way for podcasters to get their message heard. Here at ITRC, we really admire how accessible the Anchor platform is, and how brands can be advertised through your supported podcasts as well. Podcasts are growing rapidly in popularity throughout the world especially with Generation Y, also known as Millennials. We also believe that Millennials can help educate their older loved ones on how to navigate the web safely. After finding this bit of research we are confident that your platform is the perfect place to display our message to at risk Millennials during this unique time period.

ITRC is a non-profit organization that works diligently to educate and prevent individuals from falling into the traps of identity theft and fraud. We also provide victim assistance for those who have their online identity security breached or stolen.

There are new cyber and identity scams popping up every day as a result of the COVID-19 pandemic. With Millennials being extremely technologically advanced we want to make sure they are educated on the best ways to protect their identity online. We are certain that ITRC and Anchor.fm can create the perfect partnership to educate podcast listeners on how to stay safe digitally during the rise of COVID-19. We would like to become a sponsored brand on Anchor.fm that can be matched with different podcasts to be advertised on. Millennials deserve to be properly informed about the dangers they potentially face regarding identity fraud. Generation Y can also benefit from being informed on ways they can make sure their older loved ones stay ahead of the developing scams as well.

We are confident they will best receive our message from the advertisements on their favorite podcast networks. We would love to work with you to help flatten the curve of identity theft and fraud among Millennials and any other listeners who tune in on Anchor.fm podcasts during the COVID-19 Pandemic and the rest of time.

Please let me know if you have any questions or concerns, I look forward to hearing from you.

We appreciate your consideration.

Charity Lacey

Vice President of ITRC Communications

CLacey@idtheftcenter.org

Telephone: 858-634-6390



IDENTITY THEFT
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Appendix (H) Media Partnership Inquiries Cont.

To: DavidDobrikBusiness@gmail.com

Subject: ITRC sponsoring your content



Mr. Dobrik,

On behalf of all of us here at ITRC we just wanted to thank you for being such a positive role model on YouTube. Did you know out of all the generations out there YouTube is the number one used social media platform among them all? Even though people old and young tune into the content on YouTube, we are mainly focused on reaching Generation Z. After finding this bit of research we are confident that your YouTube channel is the perfect place to display our message to the at-risk Generation Z during this unique time period.

ITRC is a non-profit organization that works diligently to educate and prevent individuals from falling into the traps of identity theft and fraud. We also provide victim assistance for those who have their online identity security breached or stolen.

There are new cyber and identity scams popping up every day as a result of the COVID-19 pandemic. With Generation Z being extremely technologically advanced we want to make sure they are educated on the best ways to protect their identity online. We are certain that you and ITRC can create the perfect partnership to educate your Generation Z viewers on how to stay safe digitally during the rise of COVID-19. We would like to sponsor a series of YouTube videos you upload to the platform from March 15th - April 20th. These young adults deserve to be properly informed about the dangers they potentially face regarding identity fraud. Generation Z can also benefit from being informed on ways they can make sure their older loved ones stay ahead of the developing scams as well.

We are confident they will best receive our message from the 2-minute sponsorship ad that you will cover before the content of your video begins. We are even interested in doing a partnered giveaway with you to push the Generation Z viewers to download our ITRC app on their device. We would love to work with you to help flatten the curve of identity theft and fraud among Generation Z and any other users that watch your content during the COVID-19 Pandemic and the rest of time.

Please let me know if you have any questions or concerns, I look forward to hearing from you.

We appreciate your consideration.

Charity Lacey

Vice President of ITRC Communications

CLacey@idtheftcenter.org

Telephone: 858-634-6390

Appendix (I) Press Releases

FOR IMMEDIATE RELEASE

April 12, 2020

Contact: Charity Lacey, VP of Communications

Organization: ITRC

Telephone: 858-634-6390

Email: CLacey@idtheftcenter.org



ITRC to donate 10,000 face masks to local retirement facilities

ITRC reminds the public to stay safe from viruses, both in-person and online

SAN DIEGO, April 12, 2020 – Identity Theft Resource Center (ITRC), a nationally recognized non-profit organization established to support victims of identity crime, today announced their plans to donate 10,000 face masks to retirement facilities in their headquarters residence of San Diego. The donation will directly support seniors aged 55 and older, the organization’s most frequent victim demographic, to aid in their protection against COVID-19.

“The safety and wellbeing of our consumers is of the utmost importance at ITRC,” said Eva Velasquez, president and CEO of the Identity Theft Resource Center. “Our organization is committed to keeping consumers informed and protected against viruses with all the resources we have available. And in this case, that protection comes in the form of personal protective equipment (PPE) such as hand sanitizers and face masks.”

ITRC has selected ten different retirement facilities in San Diego to donate various PPE they have available. Along with their allotted number of masks, each facility should expect to receive hand sanitizer and gloves within the following week. The organization hopes this donation will not only protect the high-risk residents, but also the brave staff continuing to care for them.

One of the ten facilities selected is Atria Collwood. John Moore, Chairman of the Board and CEO at Atria Senior Living said, “We couldn’t be more grateful for ITRC’s generous donation. With California and San Diego in particular being such a heavily affected area, it can be difficult to maintain enough equipment to keep our residents safe and our staff members safe. This donation will be a large part in helping to save lives, and that’s a wonderful thing.”

ITRC will continue to provide online and call center assistance for those experiencing identity theft and cybersecurity breaches. To learn more about the Identity Theft Resource Center, visit www.idtheftcenter.org.

About the Identity Theft Resource Center

Founded in 1999, the Identity Theft Resource Center® (ITRC) is a nationally recognized non-profit organization established to support victims of identity theft in resolving their cases, and to broaden public education and awareness in the understanding of identity theft, data breaches, cybersecurity, scams/fraud and privacy issues. Through public and private support, the ITRC provides no-cost victim assistance and consumer education through its call center, website, social media channels, live chat feature and ID Theft Help app. For more information, visit: <http://www.idtheftcenter.org>

Appendix (I) Press Releases Cont.

FOR IMMEDIATE RELEASE

May 2, 2020

Contact: Charity Lacey, VP of Communications

Organization: ITRC

Telephone: 858-634-6390

Email: CLacey@idtheftcenter.org



ITRC to be sponsored host of Parcast Network's *Villains*

ITRC's sponsored episode reminds listeners that identity thieves are also dangerous villains.

SAN DIEGO, May 2, 2020 – Identity Theft Resource Center (ITRC), a nationally recognized non-profit organization established to support victims of identity crime, plans to partner with podcast company Parcast Network to sponsor an episode of their show *Villains* next Friday. ITRC will be allotted a 30-second advertisement spot to discuss how identity thieves are dangerous and often overlooked villains of our daily lives, and what to do if you become a victim.

“Our organization is proud to be a sponsor of the upcoming episode of *Villains* on Parcast Network,” said Eva Velasquez, president and CEO of the Identity Theft Resource Center. “It is important that our consumers know that identity thieves and hackers are also villains who prey on victims. However, every villain has a hero to save the day, and that’s why ITRC is here.”

“Although we largely discuss fictional villains from movies, television and comics, I’m glad ITRC is bringing to light some actual villainy that happens every day to ordinary people,” said Alastair Murden, creator and narrator of Parcast Network’s *Villains*. “They are a great organization helping people in a very real way.”

ITRC's sponsored episode of *Villains* will air this upcoming Friday, May 8, and is available on Spotify and streaming on [Parcast Network](#).

To learn more about the Identity Theft Resource Center, visit www.idtheftcenter.org.

About the Identity Theft Resource Center

Founded in 1999, the Identity Theft Resource Center® (ITRC) is a nationally recognized non-profit organization established to support victims of identity theft in resolving their cases, and to broaden public education and awareness in the understanding of identity theft, data breaches, cybersecurity, scams/fraud and privacy issues. Through public and private support, the ITRC provides no-cost victim assistance and consumer education through its call center, website, social media channels, live chat feature and ID Theft Help app. For more information, visit: <http://www.idtheftcenter.org>

Conclusion

ITRC is confident that the strategies and tactics used in this campaign will help different generations understand the threat of identity theft online and over the phone. Baby boomers, Millennials and GenZ alike will have a better understanding of how to navigate the internet while protecting themselves from the threat of scammers and thieves.

This campaign is also dedicated to helping ITRC increase traffic on their website "kbye.org" a place where their target audience can go to get up to date information on the changing climate of the internet and technology.

Social media has become a major source of information for the target audience, ITRC understands the importance of a strong social media campaign and how it affects its audience. Through the continuance of a social media presence our audience will grow their trust in ITRC and discover us as their main source of information when it comes to identity theft protection.

The outcome of this campaign will lead to further education of the threat of identity theft and prevention of such instances. ITRC is proud to be the front runner in this matter and will continue to educate the masses.

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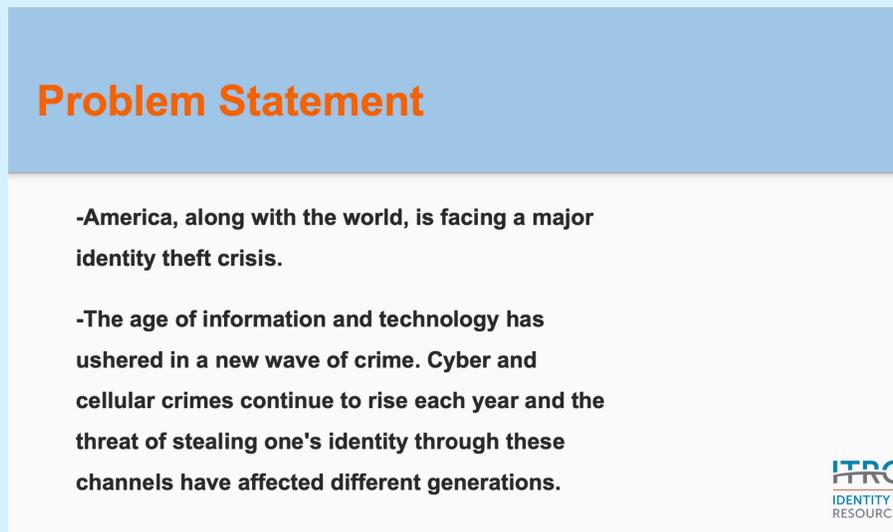
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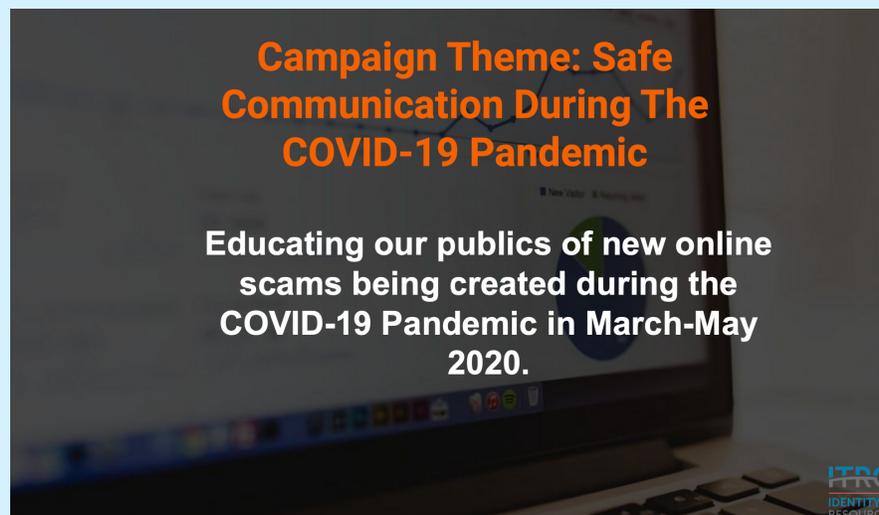
Copy Of Presentation



Slide 1

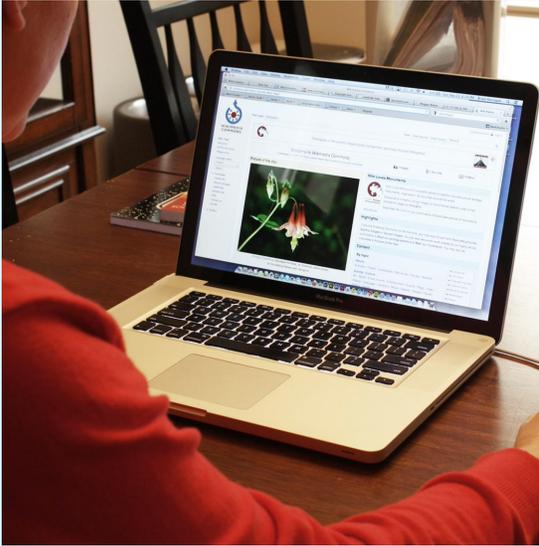


Slide 2



Slide 3

Research Found



- Each Target audience has to be reached in their own specific way on each social media platform based on their different behaviors and habits.
- Each Target audience prefers a different type of social media platform based on its accessibility, aesthetic, and content.

Slide 4

Target Audiences

Slide 5

Generation Z

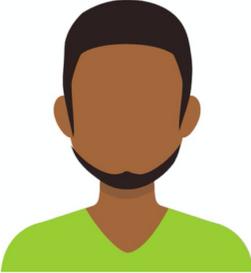


- The youngest of the three generations (ages 7-22)
- This target audience grew up in the digital age, and more than being tech-savvy, they are considered digital natives.
- Youtube, Instagram, and Snapchat are the main social media platforms for Generation Z.
- Goal: Generate Instagram and Snapchat stories that target Generation Z, create Youtube videos that show a PSA about identity theft protection and target them on Twitter as well with hashtags.

Slide 6

Generation Z Profile

MICHAEL



- 17 years old
- High School Junior
- Receives \$50 a week in allowance from his parents, and does not work.
- Owns an Apple iPhone 11 Pro
- Enjoys attending concerts with friends and going viral on Tik Tok.
- Active on twitter, Snapchat, Instagram, Tik Tok
- Religion isn't a priority
- Doesn't remember 9/11
- Looks forward to buying clothes every week online with his allowance.
- Michael believes that "whenever you're bored, you can always find something to do on your phone."

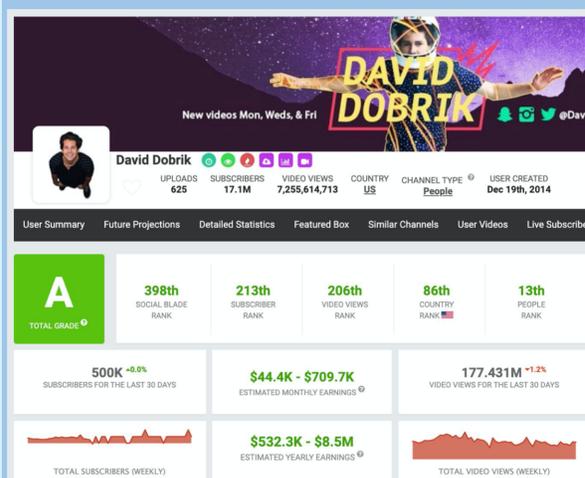
Slide 7

Social Media Reach for Generation Z

- Begin outreach with videos uploaded to Youtube that catches the interest of this specific generations (GenZ videos must be different from Baby Boomer and Millennial videos). Youtube is considered the most viewed and used platform of all social media for all three generations.
- Begin posting stories and promoted posts on Instagram about the ITRC campaign and how to stay safe online during the rise of new COVID-19 scams. Stay consistent with hashtags on Twitter and take advantage of holidays and hashtag holidays.
- Interact with the target audience with Instagram Live. Set up a Q&A on how to protect themselves while using the internet and social media.
- Stay consistent with hashtag usage: #CommunicateSafe #ITRC #CyberSecure
- Hashtag Holidays: #MayThe4thBeWithYou #StPatricksDay
- Holidays March-April: #MothersDay #Easter #StPatricksDay
- interact with users through hashtags (like their posts and comment on posts)

Slide 8

Media Reach for Generation Z



- Media letter sent to David Dobrik (influencer/role model on Youtube) for an ad sponsorship for his channel about ITRC on one video a week from March 15th-April 20th.
- It's all about Clickbait.

*Statistics found on SocialBlade.com

Slide 9

Content example for reaching Generation Z



Promoted Instagram Post



YouTube Post Example



YouTube AD Example

Slide 10

Generation Y (Millennials)

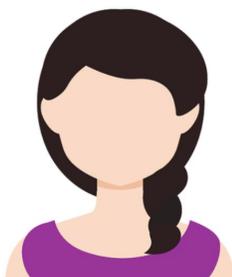


- The middle age audience between the three generations (ages 25-39)
- Millennials adopted the internet earlier and faster than the generation before them
- Incredibly tech savvy with high percentage use of internet and social media
- Main social media platforms are Twitter, Youtube, Facebook and Instagram
- Goal: Create a video PSA on Youtube about identity theft protection, generate stories on Instagram, post content on Facebook and Twitter regarding ITRC.

Slide 11

Millennials Profile

JESSICA



- 30 years old
- Single
- High School graduate and obtained a bachelors degree in Public Relations.
- Works in the marketing department for the social media dating app Bumble with a \$60,000 salary.
- Owns an Apple iPhone 11 Pro
- Enjoys bingeing shows on Netflix, early morning Yoga and going out to clubs on the weekend with friends.
- Before buying anything she spends hours comparing and contrasting reviews on Amazon
- Very Active on Youtube, along with Instagram and Twitter.
- Spiritual, but not religious.
- Prefers having many dogs instead of children
- Jessica believes that "she is not here for a long time, she is here for a good time."



Slide 12

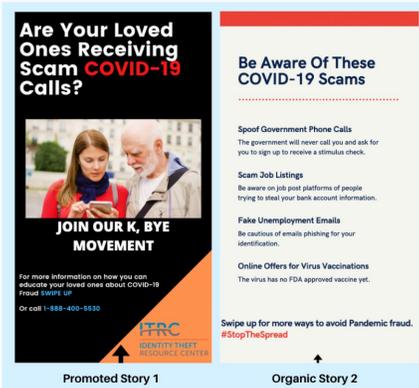
Social Media Reach for Generation Y (Millennials)

- Create Instagram and Twitter posts as well as uploading videos to Youtube. All content must consist of ITRC's pledge to prevent identity theft and ways to protect the target audience.
- Create a Q&A Instagram Live event to address any concerns regarding identity theft and using the internet/social media during COVID-19
- Create Instagram stories that pertain to COVID-19 and identity theft protection, inform the millennial target audience that ITRC is there to help them if they feel their older relatives are at risk to scams as well.
- Stay Consistent with hashtag usage: #CommunicateSafe #ITRC #CyberSecure
- Hashtag Holidays: #MayThe4thBeWithYou #StPatricksDay
- Holidays March-April: #MothersDay #Easter #StPatricksDay



Slide 13

Content Example for reaching Generation Y



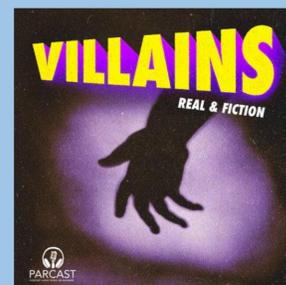
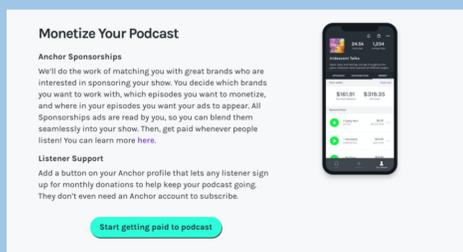
Mother's Day Hashtag Twitter Post



Slide 14

Media Reach for Generation Y (Millennials)

- Media Letter sent to Anchor.FM asking to become the leading advertiser for the podcast
- Press Release created to announce the sponsorship of ITRC during the Paracast Network's *Villains* podcast
- Video PSA script wrote to raise awareness on identity theft



Slide 15

Baby Boomers (Seniors 55+)



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- The oldest age group from our target audience (55+).
- About half (52%) of these users own a smartphone, less tech savvy than the generations after them.
- Youtube and Facebook are their main social media platforms.
- Goal: Create a video PSA on Youtube about identity theft protection, post content on Facebook regarding ITRC.

Slide 16

Baby Boomers Profile

GARY



- 64 years old
- Only graduated high school
- Began his life long career of selling cars for Ford Motor Company at 18 and worked his way up to Automotive Sales Manager at the age of 32. He is still working at Ford to this day and owns many stock shares for Ford Motors that he has invested in over the years.
- Net Worth: \$500,000
- Owns a Samsung Galaxy 5
- Enjoys the NFL and NASCAR
- Only active on Facebook
- Devoted Christian
- Married at age 20 and is still married today
- He has 3 children
- Gary believes you "have to work hard every day for the things you want!"

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Slide 17

Social Media Reach for Baby Boomer

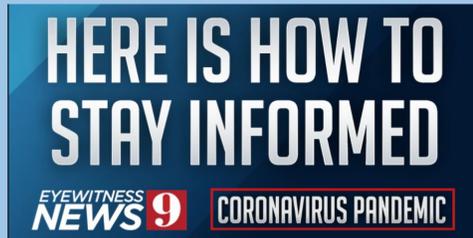
- Create and host a Facebook Live event covering what ITRC can do for their target audience and how to prevent and assist in identity theft during COVID-19
- Upload videos on Youtube with steps and directions on how to keep the target protected from online scammers, as well as videos of best practices while surfing online
- Best time for engagement on Facebook: 11am-3pm
Best time to upload on Youtube: 2pm-4pm

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Slide 18

Media Reach for Baby Boomers

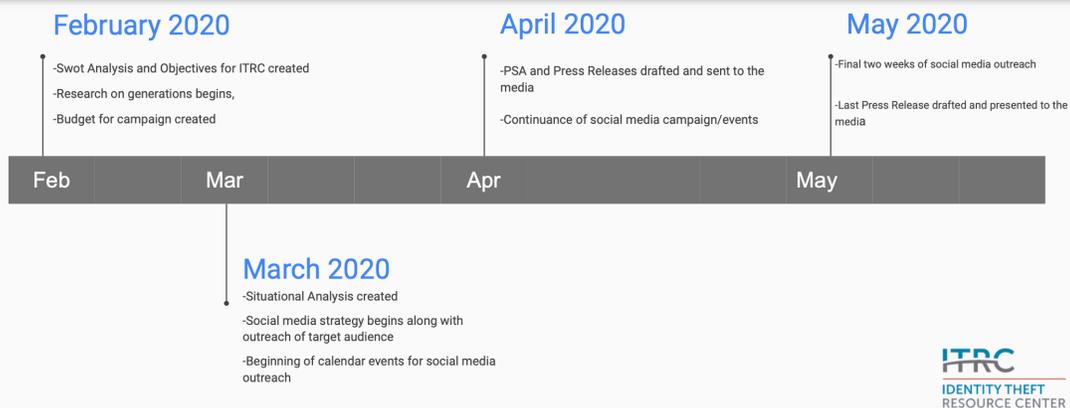
- Public Service Announcement on the dangers of identity theft
- Send a Media Letter to WFTV Channel 9, the letter consists of how to be aware of online scams for ages 55 and older in the San Diego area
- Send a Press Release for ITRC donating 10,000 masks in aid to fight against COVID-19



Slide 19

Timeline

ITRC's plan of attack throughout the campaign



Slide 20

Let's Educate, and Communicate Together.

-Thank you on behalf of us here at INSPÍRA
Public Relations

Slide 21