



Cybersecurity awareness month 2026

Communication templates

Welcome to the CAM 2026 Toolkit

This kit was built for you, the Security Awareness Manager. Instead of starting from scratch every October, you now have four weeks of ready-to-deploy content, all tied to a single theme and built around real threat intelligence.

The theme for 2026 is **“Cybersecurity is a team sport.”** Security is not one person’s job. It takes everyone showing up, training consistently, and making the right call under pressure. **This kit gives you the content to bring that message to life - week by week, asset by asset, with as little effort on your end as possible.**

What’s inside

The toolkit covers four weeks of October, each with a distinct training theme that builds on the last:

- **Week 1 - Warm Up:**
Build Your Security Foundations
- **Week 2 - Agility Training:**
Train Your Security Reflexes
- **Week 3 - Strength Training:**
Face the Heavyweights
- **Week 4 - Game Day:**
Make the Right Play

How to use this kit

Each week contains four repeating asset types. Here is what each one is and how to use it.

01 - Weekly communications template

A pre-written message for you to send to your employees at the start of each week. It introduces the week's theme, shares a key insight from the 2026 threat landscape, and points employees to the weekly challenge.

Each template is editable - add your company name, adjust the tone to match your internal voice, and send it via whichever channel your employees actually read: email, Slack, Teams, intranet, or a combination. **The template is written to work across all of them.**

02 - Weekly infographic

A visual summary of the week's theme - designed to educate employees at a glance. Each infographic comes in two formats:

- **Vertical (portrait)** - ideal for printed posters, digital display boards, and portrait-oriented info screens
- **Horizontal (landscape)** - ideal for desktop screensavers, widescreen info screens, and presentation slides

Put them up in high-traffic areas (reception, kitchen, hallways), set them as a rotating screensaver on office devices, or share them directly in your internal channels. They are designed to be seen repeatedly throughout the week... repetition is key!

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03 - Weekly video

A short educational video (60–90 seconds) that brings the week's theme to life. **Each video is designed to be watchable (not a lecture, not a slide deck).** Share it in your weekly message, embed it in your intranet, or play it at a team meeting or all-hands.

04 - Weekly challenge

The interactive element of each week - where employees put the theme into practice. **The challenges vary by week and format:**

Some challenges are ready-made mini games hosted by Hoxhunt - employees follow a link, play the game, and get an instant result. These require no setup on your part and no Hoxhunt account to access. We built them outside the Hoxhunt platform deliberately, so every employee - at any organization - can use them.

Other challenges are designed to be organized by you, using the channels and formats your company is most comfortable with. These come with a brief, a set of questions or scenarios, and instructions for how to run them. You could run them in a team meeting, drop them into Slack as a poll, or set them up as a lunchtime discussion. The format is yours to choose.

How to get started

You do not need to use every asset every week. If your organization responds better to visuals than to games, lean on the infographics. If your team loves a challenge, lead with the games. The toolkit is a menu, use what works for your people.

- 01** Read through the four weekly themes so you understand the arc before October begins
- 02** Schedule your four send dates - one message per week, ideally on a Monday
- 03** Set up the infographics on your info screens or as screensavers before Week 1 starts
- 04** Test the mini games in advance so you know what employees will experience
- 05** Customize the communications templates with your company name and voice

One last thing...

One last thing:

This toolkit is backed by Hoxhunt's real threat intelligence, the same data that powers our platform and informs our annual Phishing Trends Report. Every piece of content reflects what is actually hitting inboxes in 2026, not generic advice. When your employees ask "is this still relevant?", the answer is yes.

Good luck. Your team is counting on you, and after October, they'll be better equipped to count on each other.

The Hoxhunt Team