

## Every month is Cybersecurity Awareness Month for this brainy influencer

@cybersecuritygirl makes Cybersecurity Awareness fun with down-to-earth, easy-to-understand videos across popular social media platforms

**Miami, Florida Oct 14, 2022 ([IssueWire.com](https://www.issuewire.com))** - In today's increasingly online world, bad actors pose a constant threat. Staying safe with technology often comes down to understanding how scammers and hackers operate and how they gather the information that will be used to damage or steal property.

With her broad reach through social media, Cybersecurity expert and influencer Caitlin Sarian shares basic information and safety tips in simple and fun informational videos on TikTok and Instagram.

Hundreds of thousands of people have already discovered Sarian's videos, which have been played and liked millions of times. But during October, Cybersecurity Awareness Month, Caitlin is making a special effort to share common-sense awareness tips.

"As a long-time expert in the field, I have seen firsthand how devastating a cyber attack can be," Sarian said. "Whether a business or an individual, the ramifications are huge when someone is scammed or hacked."

"With my social media accounts, I help my viewers understand those small actions that can make the difference in staying safe online," she continued. "This month has been especially gratifying as I have dug into the basics of Cybersecurity and easy ways to stay safe while online, to reach those that otherwise would be intimidated by an overwhelmingly complicated subject."

Preventing online threats is the key, and one of our primary missions in October is to inform people about how to avoid online dangers.

Sarian said those small steps she frequently shares with her fans have the most impact.

"Too often, people avoid even talking about Cybersecurity out of a misunderstanding of how hackers can access personal data," she said. "I like to make it manageable and understandable by sharing small bits of information that are easy to do and make a significant impact in online security."

Recent data suggests a cybersecurity breach, on average, costs small businesses \$117,000 per incident – and 40 to 60 percent of all data breaches involve small to medium-sized organizations.

Further, eighty-three percent of small to medium-sized businesses cannot survive financially if cybercriminals attack.

"My followers can learn how to protect their assets by following my channels and making small changes," Sarian said. "Since 2014, I have used my Cybersecurity education and expertise to advise businesses of all sizes on what they need to stay safe online. Now I share that same information for free with my followers."

"During Cybersecurity Awareness Month, I am looking for ways to further share that information and help better protect people as all aspects of our lives become increasingly digitized," she continued.

Cybersecurity Awareness Month was started in 2004 by the U.S. Department of Homeland Security and has grown in importance.

The [Cybersecurity and Infrastructure Security Agency](#) each year selects a theme for each month. This year's theme is See Yourself in Cyber.

This October, the CISA is promoting four key actions that can keep people safer online:

- Enable Multi-Factor Authentication
- Use Strong Passwords
- Recognize and Report Phishing
- Update Your Software

By doing so, they said, you can stop threats before they can take hold.

And educating people about the danger and how to protect themselves is crucial.

Sarian said @cybersecuritygirl is ready to continue leading the charge on social media.

“Through October and beyond, I hope the continued focus on Cybersecurity helps stop the daily damage done through bad actors online from across the globe,” she said. “But it starts with education, and there is no better, or fun, way to learn about Cybersecurity than following @cybersecuritygirl.”

For more information about Sarian, visit [beacons.ai/cybersecuritygirl](https://beacons.ai/cybersecuritygirl).

Follow @cybersecuritygirl on [TikTok](#) and @cybersecurity\_girl on [Instagram](#).

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