

# DOE CyberForce Competition® Social Media & Media Toolkit

2023



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## Overview

Your institution is participating in the 2023 CyberForce Competition® happening on November 3-4! This social media and media outreach toolkit is designed to make it as easy as possible for your college or university to promote your participating in the CyberForce Competition on social media platforms and to secure placements with media outlets as you see fit. Please use this guide as a resource to customize sample social media content and pitches to reporters to fit your organization's mission.

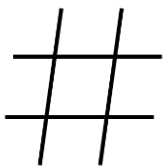
## What is the CyberForce Competition?

- The Department of Energy (DOE) is committed to helping develop the next generation of cybersecurity professionals in the energy sector to protect our nation's energy systems through programs like the CyberForce Competition.
- The CyberForce Competition is sponsored by the DOE's Office of Cybersecurity, Energy Security, and Emergency Response (CESER) and managed by Argonne National Laboratory (ANL). It started in 2016 to provide students with hands-on cybersecurity experience through interactive, energy cyber-focused scenarios.
- CyberForce® addresses the U.S. Government's goal to promote cybersecurity workforce development by helping to build a pipeline of cyber professional candidates to enter the operational technology cybersecurity workforce.
- In an increasingly digitized world, a skilled cybersecurity workforce becomes even more valuable to industry and the U.S. energy sector. CyberForce® supports the Administration's priority to invest in our future cybersecurity professionals.
- The 2023 CyberForce Competition® will host approximately 100 teams of collegiate students attending U.S. accredited institutions. Student teams will be playing the technical role of a DER management company that is responsible for the communications between the local customer and the energy provider. Student teams must maintain service and defend and patch the systems from cyberattacks while maintaining system operability.
- DOE's CyberForce Competition® is unique in that it asks competing student teams to defend a virtual energy operational technology

infrastructure from simulated Red Team attackers composed of national lab and industry cyber professionals.

- The broader CyberForce Program allows students to engage throughout the year, including virtual Conquer the Hill competitions, webinars, and a virtual career fair for incoming college freshmen to graduate students.
- The more programs and real-life experiences DOE can offer students to practice their skills, the more likely they are to pursue roles that help us protect our energy systems from growing cyber threats.

## Social Media Promotion



### Competition Hashtag:

- #DOECyberForce

### Competition Handles:

Twitter/X	LinkedIn
<ul style="list-style-type: none"> <li>• <a href="#">@DOE_CESER</a></li> <li>• <a href="#">@DOECyberForce</a></li> <li>• <a href="#">@argonne</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Office of Cybersecurity, Energy Security, and Emergency Response (CESER)</a></li> <li>• <a href="#">Argonne National Laboratory</a></li> </ul>

**Follow us!** We also encourage you to like, share, or comment when CyberForce Competition content appears on your feed. Make sure to also follow the main Department of Energy account at [@ENERGY](#).

## Sample Social Media Posts for Universities

The below table provides suggested posts for you to choose from. These can be used on any platform (Twitter/X, Facebook, or LinkedIn). Feel free to edit the posts to fit your tone and voice, or add other relevant hashtags or messages from your school.

### Pre-Event

Get ready for some cyber excitement! Our students are gearing up for @DOECyberForce Competition on November 3-4. They're all set to showcase their skills in protecting critical infrastructure. 🗝️ Go team! #DOECyberForce @DOE\_CESER

Learn more: <https://cyberforce.energy.gov/cyberforce-competition/>

Exciting news! Our talented students are gearing up for @DOECyberForce Competition on November 3-4. Let's root for our team as they demonstrate their cybersecurity skills in real-world scenarios. 🌐 #DOECyberForce @DOE\_CESER

More info: <https://cyberforce.energy.gov/cyberforce-competition/>

Our students are taking on the challenge at @DOECyberForce Competition on November 3-4. 🖥️ Stay tuned for updates as they show their cybersecurity prowess in real-world scenarios. We're rooting for them! #DOECyberForce @DOE\_CESER

Learn more: <https://cyberforce.energy.gov/cyberforce-competition/>

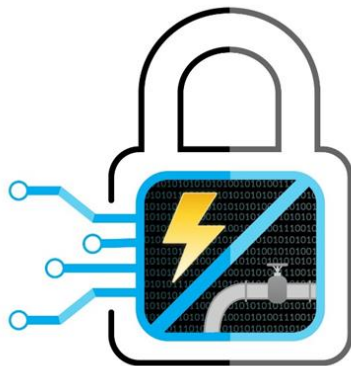
### Day Of Competition

📍 Today's the day! Our students are diving into the @DOECyberForce Competition right now. Let's send them our best wishes as they apply their cyber skills to safeguard critical infrastructure. Go team! 🌐🗝️ #DOECyberForce @DOE\_CESER

The competition has officially begun! Our talented collegiate students are on the front lines of cybersecurity at the @DOECyberForce Competition. Stay tuned for updates as they tackle real-world scenarios. 🖥️👉 #DOECyberForce @DOE\_CESER

It's game time! Our students are facing off against simulated cyber threats in the @DOECyberForce Competition today. Join us in supporting their efforts to protect our nation's critical infrastructure. Go team! 🖥️👊 #DOECyberForce @DOE\_CESER

## Graphics



U.S. DEPARTMENT OF ENERGY'S  
**CYBERFORCE  
COMPETITION**<sup>®</sup>  
DEFENDING U.S. ENERGY INFRASTRUCTURE











## Posts to Amplify

Get started by sharing CyberForce posts! The **@DOECyberForce** account on Twitter/X creates a post to celebrate each school's team upon acceptance into the Competition. [Click here](#) to find the post highlighting your school!

## Social Media Tips

- Take photos and videos of your progress, team members, etc., and use them in your social media posts. Posts with visuals perform best across most social media channels.
- Plan your posts ahead of time. Consider when most of your followers are online and post accordingly to reach the largest audience.

- Promote yourselves! Share your story with local media via social.
- Use related emojis to amplify your posts:  
□ Cyber:        

## Working with the Media

To increase awareness around CyberForce – and its mission to help develop the next generation of cybersecurity professionals – we invite participating universities to conduct outreach to news outlets in their respective regions to garner press coverage and promote the competition.

### Optional resources:

- Universities may reference the local press strategy builder template (see email attachment) to help coordinate media opportunities.
- CESER also included sample email pitch and press release language to reference when promoting your university's participation to media.

**Questions?** Please email CESER's media relations lead, [Rob Schulberg](#).

## Sample Email Pitch

Hi *(Insert First Name)*,

I wanted to make you aware that students from the *(Insert university name)*, will be competing in the 2023 CyberForce Competition®, hosted by the U.S. Department of Energy (DOE) and Argonne National Laboratory (ANL).

With increasing threats in the digital world, cybersecurity professionals are in high demand. DOE and ANL recognize the importance of inspiring and educating a new generation of cybersecurity experts. That's why DOE created the [CyberForce Program](#), which provides opportunities for aspiring professionals to develop their skills and protect critical infrastructure, like the CyberForce Competition®.

[INSERT PARAGRAPH DESCRIBING YOUR TEAM AND CYBER-EDUCATION OPPORTUNITIES AT YOUR INSTITUTION HERE]

If you wish to cover this event or have additional questions about *(Insert university name's)* involvement in this year's CyberForce Competition®, please do not hesitate to be in touch.

Thank you for your consideration and we look forward to hearing from you.  
Cordially,

*(Insert Your Email Signature)*

Note: Insert the event announcement in the email directly below for reporters to easily view.

## Template Press Release

**(INSERT UNIVERSITY NAME) To Participate in the 2023 U.S. Department of Energy's CyberForce Competition®**

**ADD CUSTOM SUB-HEAD HERE**

**(INSERT DATE)** - Today, **(INSERT UNIVERSITY)** announced its participation in the upcoming 2023 CyberForce Competition® on November 4, sponsored by DOE's Office of Cybersecurity, Energy Security, and Emergency Response (CESER) and led by DOE's Argonne National Laboratory.

Students from **(INSERT UNIVERSITY NAME)** will put their cybersecurity skills to the test in this year's event, which will enhance cyber operational technology education, increase awareness of the connection between critical infrastructure and cybersecurity, and provide real-world, scenario-based learning experiences. The CyberForce Competition is not only an opportunity to sharpen skills but a call to action in the face of a growing need for cybersecurity professionals in the energy workforce.

DOE is intensifying its efforts to foster the next generation of cyber defenders and has invited teams of college and university students to an exclusively in-person competition.

"Distributed energy resources are a crucial part of our transition to a clean energy economy," said Puesh Kumar, Director of CESER. "With this transition, we have a tremendous opportunity to develop a strong workforce that will keep our next generation energy systems cyber secure. This year's CyberForce Competition provides both the inspiration and hands-on experience to help develop the energy workforce of the future."

**(MAKE THIS SECTION YOUR OWN: Add information about your university's computer science/cybersecurity education program, the students participating in CyberForce, or why cyberforce is meaningful to your school here).**

**(INSERT A QUOTE FROM UNIVERSITY/COLLEGE REPRESENTATIVE OR LEADER).**

In addition to the CyberForce Competition, in recent years the CyberForce® Program expanded to also offer targeted training through its "Conquer the Hill" virtual competitions for individuals, career development opportunities at virtual career fairs, and a Webinar Series, which facilitates ongoing engagement with industry and academia, offering insights into current cybersecurity trends and discussions.

To learn more about DOE's CyberForce Program, visit [CyberForce Competition® – Department of Energy's CyberForce® Program](#).