

## How Can You Promote Safe Computing? Partner with OnGuard Online!

The federal government and the technology industry have teamed up to prepare straightforward, plain-language materials that you can use to help computer users be on guard against Internet fraud, secure their computers, and protect their personal information. The comprehensive OnGuardOnline.gov website has tips, articles, videos, and interactive activities. Or you can order free OnGuard Online brochures or bookmarks from the Federal Trade Commission.

You can order up to 50 free copies of our “Stop • Think • Click” brochure by calling 1-877-FTC-HELP. For information on ordering 50 or more copies, visit OnGuardOnline.gov and click on “Order Publications” at the bottom of the homepage.

Help fight Internet fraud, scams, and identity theft by educating your employees, members, constituents, friends, and customers about safer computing. You can use or adapt the free materials at OnGuardOnline.gov in your own communications.

Whether your organization is large or small, here are some ideas on how to use this important information in your ongoing communications efforts:

### From Your Business

- Link to OnGuardOnline.gov from your website. Free buttons and banners are on the site.
- Include OnGuard Online information in your print and online newsletters. Reprint one of our articles or write your own.
- Distribute OnGuard Online publications in your workplace, to your constituents, at conferences, professional meetings, etc. We have print mechanicals and design files for the “Stop • Think • Click” brochure that you can use to reprint with your organization’s own logo or branding.
- Include OnGuard Online’s tips, web address, and messages on your product packaging, shopping bags, or receipts.
- Include OnGuard Online materials as statement stuffers, or reprint the tips on billing or account statements.
- Create your own web page for consumers about how to use the Internet safely, and link to OnGuardOnline.gov; list both sites on your printed information for consumers.

### In Your Community

- Ask clubs, local government agencies, or community organizations with which you are involved to post a link to OnGuardOnline.gov on their websites.
- Send information about OnGuard Online to organizations that also may want to partner in the campaign, asking them to promote the website and its messages through their newsletters or other means of communication. Outlets could include local trade organizations, community and senior centers, computer and electronic stores, chambers of commerce, and churches, synagogues, and mosques.
- Send OnGuard Online publications to universities, community colleges, and adult education programs, and ask that they be forwarded to instructors who teach classes in computer skills or Internet use.

### Through the Media

- Share the OnGuard Online materials with your public affairs staff. Ask for their ideas on getting the word out to the media and your partners, clients, and employees. If you are willing to be interviewed by the media on the topic, let them know.
- Host a brown bag lunch or breakfast for reporters in your area who cover business, personal finance, lifestyle, and education. Enlist their help in promoting safe online behavior.
- Ask for space on transit or electronic billboards — on expressways, and near banks, car dealerships, fast food restaurants, and motels — to display messages about safe online behavior.
- Call your local television stations to suggest a news story on the importance of safe online behavior, and refer them to OnGuardOnline.gov.

If you would like to discuss an idea for how you can partner with OnGuard Online, please email [OnGuardOnline@ftc.gov](mailto:OnGuardOnline@ftc.gov).

**OnGuardOnline.gov provides practical tips from the federal government and the technology industry to help you be on guard against Internet fraud, secure your computer, and protect your personal information.**

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