

Sample Email, Facebook, and Twitter Templates for Dissemination

EMAIL BLAST/BLOG POST

SUBJECT/TITLE: Register for the Massachusetts Cyber Aces State Championship!

Are you interested in a career in cybersecurity? You can fill the cutting edge jobs that demand elite training and reward with significant opportunity. Our country faces increasing threats in cyberspace and there is a critical shortage of skilled cybersecurity professionals to address them. Great jobs are going unfilled.

Governor Patrick is challenging jobseekers across the state to register for Cyber Aces Online and compete for a chance to participate in the Massachusetts Cyber Aces State Championship. **Registration is free and opens on September 3, 2013. Please register as soon as possible at www.cyberaces.org**

The competition will address this critical skills gap. Jobseekers from across the state will come together, compete to win top honors, and the best performers may earn scholarships for elite training. In the near future, we plan to have a Cyber Academy in Massachusetts to certify those with the highest potential and aptitude for residency training and job placement.

The Massachusetts Cyber Aces State Championship has an online competition, with tutorials and quizzes, and a final event with head-to-head Net Wars competition. Net Wars will be held in Spring 2014 and I encourage you to register to participate in this competition.

REGISTRATION IS FREE AND OPENS SEPTEMBER 3RD. REGISTER AT www.cyberaces.org

SAMPLE FACEBOOK POSTS

- Any jobseekers interested in a career in IT or cyber security should sign up for the Massachusetts Cyber Aces Online. The top scorers will be invited to participate in the Massachusetts Cyber Aces State Championship event in Spring 2014 to compete to win top honors, and the best performers may earn scholarships for elite training. It's free for all jobseekers, and registration opens on September 3, 2013. Please register NOW at www.cyberaces.org.
- Governor Patrick is hosting the MA Cyber Aces State Championship! The competition opens September 3rd, please register NOW at www.cyberaces.org
- We're calling cyber ninjas from all across Massachusetts to bring their sharpest tools to the Cyber Aces State Championship. Registration opens on 09/03, sign up now at www.cyberaces.org
- Put yourself on a fast-track to a high-paying tech career at the MA Cyber Aces State Championship, an online competition with tutorials, quizzes and a final head-to-head event. Register NOW at www.cyberaces.org

SAMPLE TWEETS

- Interested in a career in #cyber? Sign up for the MA Cyber Aces State Championship at www.cyberaces.org @CyberAces

- Think you have what it takes to fly with the elite? Test yourself at the MA @CyberAces State Championship! Register at www.cyberaces.org
- Your mission, should you choose to accept it, is to join the brightest minds in information security with @CyberAces Online! Register at www.cyberaces.org
- We're calling cyber ninjas from all across MA to bring their sharpest tools to @CyberAces Online this fall! Register at www.cyberaces.org
- "Help us MA hackers; you're our only hope" ... to defend against the darkest computer threats. Set your controls for the MA @CyberAces Online: www.cyberaces.org