National Cyber Security Centre
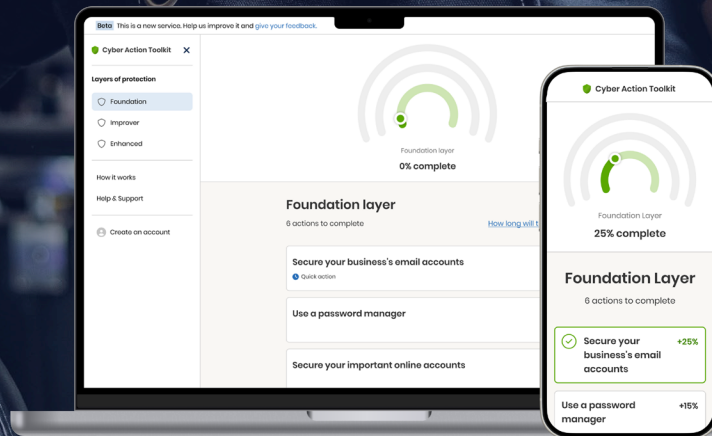a part of GCHQ

Cyber Action Toolkit

Cyber Action Toolkit

Engagement Pack

About this pack

This pack has been created to help you amplify and promote NCSC's new online service – **the Cyber Action Toolkit**, which is designed to help sole traders and small businesses take their first steps in cyber security.

Small businesses are often at risk from cyber threats, but many don't have the time, resource, or specialist knowledge to deal with them.

The Cyber Action Toolkit provides small businesses with clear, bite-sized actions to work through at their own pace, helping protect their business's money and reputation from cyber criminals.

Inside this pack you'll find:

- **Details about the service –** what the Cyber Action Toolkit is and why it matters.

- **The ask –** how you can help us spread the word.

- **Assets –** ready-to-use wording and images for different channels, from social media to newsletters.

Our aim is to make it simple for you to get involved and help small businesses become more resilient. Thank you for being part of this effort.

National Cyber Security Centre
a part of GCHQ

Free cyber security toolkit

The **Cyber Action Toolkit** helps sole traders and small businesses take simple steps to protect against cyber criminals.

Get your **free** toolkit

Cyber Action Toolkit

Foundation Layer
25% complete

Foundation Layer
6 actions to complete

✓ Secure your business's email accounts   +25%
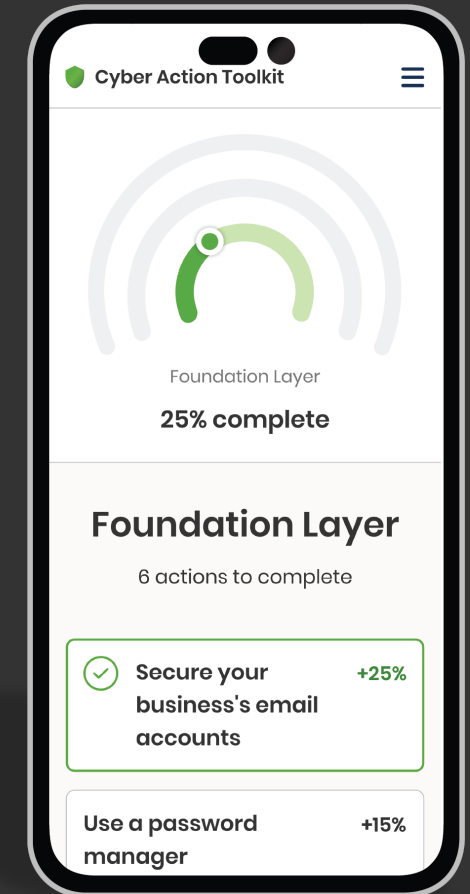
Use a password manager   +15%

About the service

The Cyber Action Toolkit is a free, personalised cyber security resource from the NCSC designed to help small businesses and sole traders take their first steps in cyber security.

What makes the Cyber Action Toolkit different?

- **Actionable guidance:** Information is broken down into manageable, step-by-step sections.

- **Progress tracking:** Businesses can track their progress and complete the Toolkit in their own time.

- **Tailored design:** The Toolkit has been designed with small businesses, for small businesses.

- **Starting point for cyber security:** Ideal for those who are unsure where to start, designed to build confidence and help progress to Cyber Essentials certification - the government-backed minimum standard
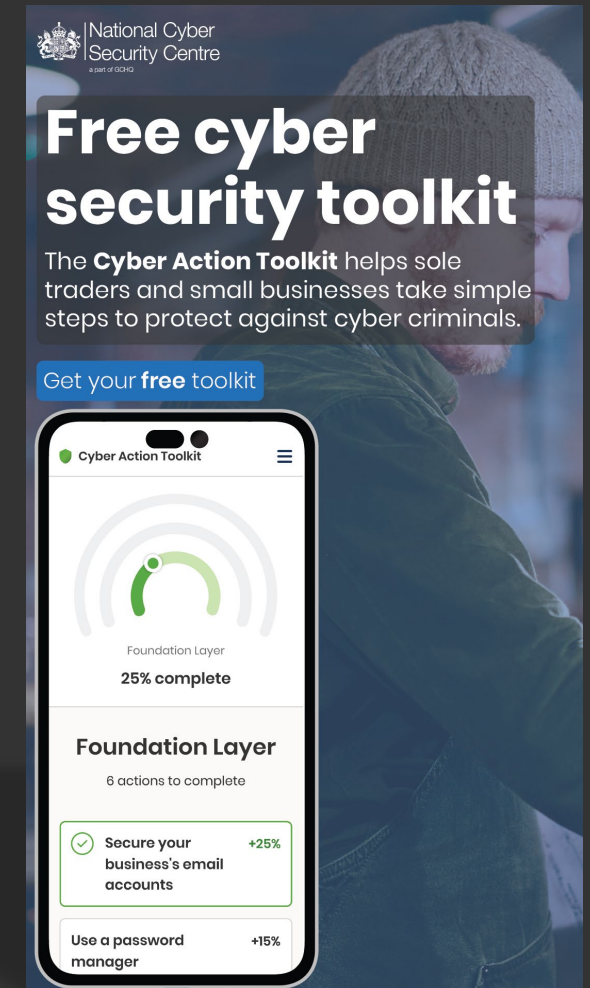
About the service

What makes the Cyber Action Toolkit different from other cyber security guidance?

We've learnt from small businesses that cyber security guidance can feel overwhelming and too technical. Cyber Action Toolkit responds to this need by offering clear, practical steps personalised to their business. It focuses on high-impact, low-effort actions that can be completed at their own pace. It includes progress tracking and simple, structured guidance that helps businesses build protection with confidence.

How does the Cyber Action Toolkit connect to Cyber Essentials?

Most cyber attacks are basic - the digital equivalent of a thief trying your front door to see if it's unlocked. Cyber Essentials helps you bolt your door against the most common cyber attacks. The Cyber Action Toolkit creates a natural pathway towards Cyber Essentials certification - the government-backed scheme that protects businesses against common online threats. As users progress through the toolkit's layers and gain confidence, they're building the foundations needed for Cyber Essentials, breaking down what might seem like a complex process into manageable steps that grow with their business.

The ask

The Cyber Action Toolkit launches on 14th October 2025. We would especially welcome your support in amplifying the Cyber Action Toolkit at its launch. There may also be times throughout the year where the Cyber Action Toolkit will be appropriate for specific campaigns that you are running.

Support from our critical partners is crucial in spreading the word about the Cyber Action Toolkit. We'd be grateful for any support in amplifying messages about the toolkit, with some suggested channels below:

- **Newsletters –** Share the Toolkit in your newsletter using our ready-made copy and images.

- **Social media –** Using your platforms and social media accounts, post using our suggested messages or share our content.

- **Website –** Add a link or banner on your site, for example in areas covering business support, protection, or digital security.

- **Events –** Highlight the Toolkit at events, webinars, or talks, especially during moments like Small Business Saturday or Cyber Awareness Month.

- **Case studies –** If your audience use the Toolkit, help us capture their stories to inspire others.

The assets section provides details on materials provided to help you promote it.

Please contact CAT@ncsc.gov.uk if you have any questions and if you are able to support our messages around this –we'd love to hear from you.

Assets

Web banners

Provided with this pack are various sizes of static web banners that you can use to amplify the Cyber Action Toolkit.
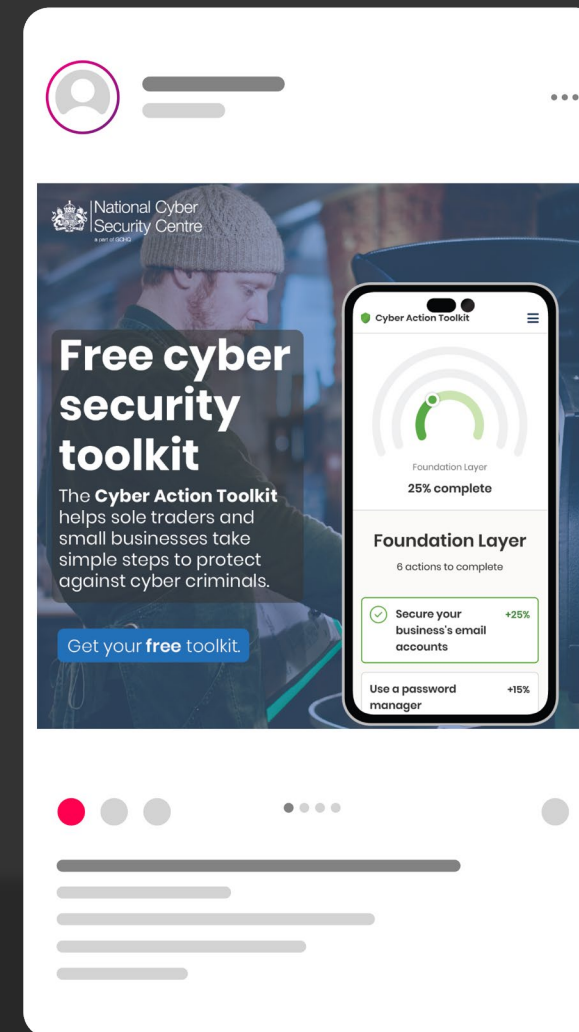
Social media assets

Provided with this pack are various social media assets that you can use to amplify the Cyber Action Toolkit.

URLs

You will receive a unique URL for your organisation to pass on to customers and use in your communications. If you don't have one yet, please contact CAT@ncsc.gov.uk

Download assets

National Cyber
Security Centre
a part of GCHQ

Free cyber security toolkit

The **Cyber Action Toolkit** helps sole traders and small businesses take simple steps to protect against cyber criminals.

Get your **free** toolkit.

Cyber Action Toolkit

Foundation Layer
25% complete

Foundation Layer
6 actions to complete

Secure your business's email accounts   +25%

Use a password manager   +15%

Assets

Suggested newsletter copy

Free cyber security toolkit from the cyber experts at the NCSC

The Cyber Action Toolkit is a free, personalised cyber security solution for sole traders to small organisations from the National Cyber Security Centre that turns cyber protection into simple, achievable steps for your business.

With built-in features that recognize your progress, you can work at your own pace, helping you protect your business's money and reputation from cyber criminals.

Try it now

Recommended newsletter imagery

With this pack, you will have received a folder containing various images. Inside, you'll find the images in different sizes. Please select the ones that best suit your newsletter. All images are available in .png format.

Download assets

If you have any issues or questions regarding any of the resources, please reach out to the Cyber Action Toolkit Team at CAT@ncsc.gov.uk. We will work with you to help meet your requirements.