**
Communications Pack**

***Business in the Community Northern Ireland
 Would You Be Ready? Week***

***18 – 22 March 2019***

This document contains suggested copy for websites, blogs and newsletters to be used by the Business in the Community Northern Ireland network during Would You Be Ready? Week from Monday 18 to Friday 22 March. The copy in this communications pack is related to **cyber attack** and **extreme weather**. All associated images and gif content can be download [here](https://bitc.wetransfer.com/downloads/947067196bd681af7d7be9efa12cffbf20190227192013/87aa56).

The copy in this document should be posted alongside either the corresponding stills or video assets suggested. We appreciate your organisation may have its own communications style or tone of voice, so please use this as a guide and feel free to adapt as you feel appropriate. However, official handles, hashtags and links have been provided in this document so please use these where possible.

In this document you will find:

* A 200-word article for websites and blog posts
* A 100-word article for blog posts and newsletters
* A 60-word article for brief newsletters and social media content
* Two Facebook and LinkedIn posts
* Five Twitter posts

If you have any issues with accessing any of these files or if you need further guidance, please contact Suzi McIlwain at suzi.mcilwain@bitcni.org.uk.

**Would You Be Ready? – Cyber attack**

**200-WORD ARTICLE**

99.9% of UK businesses are small and medium sized. With these enterprises being such an integral part of the UK’s economy, it is imperative they are as robust as possible.

While large employers frequently grab the headlines when it comes to cyber security, it is small businesses who are disproportionately at risk of losing everything when a cyber-attack hits. Some attacks can cost businesses up to the tune of £8,000.

A new report from Business in the Community (BITCNI) highlights that 40% of small businesses have not undertaken any cyber security action in the last 12 months, with around a third having no strategy in place to cope with the impact of a cyber-attack.

Monday 18 March marks the start of Would You Be Ready? Week – an initiative to help businesses tackle potentially devastating consequences due to a lack of business readiness.

BITCNI is challenging businesses across every sector to take its free five-minute [Readiness Test](http://www.wouldyoubeready.org.uk) to help them gauge how at risk their business is from cyber-attacks. At the end of the test, businesses will receive downloadable advice with quick and easy tips to adopt, helping them to ensure that they’re prepared for a range of scenarios.

For more information about how cyber issues could impact your business and to take the test visit: www.bitcni.org.uk/wouldyoubeready/

**100-WORD ARTICLE**

Monday 18 March marks the start of Would You Be Ready? Week – an initiative led by Business in the Community Northern Ireland (BITCNI) to help businesses prevent potentially devastating consequences due to a lack of effective cyber security. BITCNI is challenging businesses from every sector to take its free five-minute [Readiness Test](http://www.wouldyoubeready.org.uk) to help them gauge how at risk their business is from cyber-attacks.

With 40% of small businesses not undertaking any cyber security action in the last 12 months – would you be ready if a cyber-attack hit? Test your business’ cyber security with BITCNI’s free online [Readiness Test](http://www.wouldyoubeready.org.uk) and ensure that you’re prepared for a range of scenarios here: www.bitcni.org.uk/wouldyoubeready/

**60-WORD ARTICLE**

Monday 18 March marks the start of Would You Be Ready? Week, an initiative led by Business in the Community Northern Ireland to help businesses prevent potentially devastating consequences due to a lack of business readiness.

Would you be ready if your business was hit by a cyber-attack? See how prepared your business is with the free online Readiness Test and report: [www.bitcni.org.uk/wouldyoubeready/](http://www.bitcni.org.uk/wouldyoubeready/)

**FACEBOOK & LINKEDIN**

* Could your business survive a cyber-attack? With one click everything you’ve worked so hard on could be lost. This week Business in the Community Northern Ireland is challenging small businesses to check how their online security would fare against cyber criminals. Find out more here: www.bitcni.org.uk/wouldyoubeready/

SUGGESTED ASSET: HACKER GIF

* Cyber-attacks can cost more than £8,000 for small and medium businesses to recover from. Would You Be Ready for this? There are simple steps you can take to avoid cyber-attacks from happening. Check out Business in the Community Northern Ireland’s free five-minute online Readiness Test now: www.wouldyoubeready.org.uk

SUGGESTED ASSET: WOULD YOU BE READY? GIF



**TWITTER**

* More than 40% of small businesses haven’t taken any action to protect against a #cyberattack. If you were hit, #WouldYouBeReady for a #cyberattack? Check your business’ readiness with @bitcni’s online test: www.wouldyoubeready.org.uk

SUGGESTED ASSET: CYBER IMAGE



* Calling business owners: #WouldYouBeReady if you were hit by a #cyberattack tomorrow? Check your business’ readiness and find out more about what you can do to protect all your hard work here: [www.bitcni.org.uk/wouldyoubeready/](http://www.bitcni.org.uk/wouldyoubeready/) @bitcni

SUGGESTED ASSET: CYBER IMAGE



* Cyber-attacks can cost businesses up to £8k in damages. #WouldYouBeReady? Check out @bitcni’s free online Readiness Test and download advice on how to prepare your business: www.bitcni.org.uk/wouldyoubeready/

SUGGESTED ASSET: CYBER GIF

* Would you know who to call if your business was the target of a cyber-attack? Take @bitcni’s five-minute #WouldYouBeReady Readiness Test to find out the answer and download free expert advice: www.wouldyoubeready.org.uk

SUGGESTED ASSET: WOULD YOU BE READY? IMAGE



* Did you know that more than four in 10 small and medium businesses have suffered from a cyber-attack in the last 12 months? Take @bitcni’s five-minute #WouldYouBeReady Readiness Test to find out if your business is prepared for a cyber-attack: www.bitcni.org.uk/wouldyoubeready/

SUGGESTED ASSET: WOULD YOU BE READY? GIF



**Would You Be Ready? – Extreme Weather**

**200-WORD ARTICLE**

While spring may have just begun, severe and inclement weather can hit at any time and cause massive disruption and financial concerns, with the average cost of flooding to a business being £82,000 – it’s impact on small businesses can be particularly devastating.

With 99.9% of UK businesses being small and medium-sized, a large proportion may be affected by adverse weather and it is imperative they have a robust plan in place to be prepared for storms, floods or other weather events.

In the worse-case scenarios, the impact of adverse weather can mean reduced access to the essential products and services that businesses need to run, ultimately leading to businesses becoming insolvent or closing altogether.

Monday 18th March marks the start of Would You Be Ready? Week – an initiative led by Business in the Community Northern Ireland (BITCNI) to help businesses tackle the potentially devastating consequences caused by a lack of business readiness.

BITCNI is challenging businesses from across every sector to take its free five-minute [Readiness Test](http://www.wouldyoubeready.org.uk) to help them gauge how vulnerable their business is to adverse weather. At the end of the test, businesses will receive downloadable advice with quick and easy tips to adopt, helping them to ensure that they’re prepared for a range of disruptions.

For more information about how adverse weather could impact your business and to take the test, visit: [www.bitcni.org.uk/wouldyoubeready](http://www.bitcni.org.uk/wouldyoubeready)

**100-WORD ARTICLE**

Monday 18 March marks the start of Would You Be Ready? Week – an initiative led by Business in the Community Northern Ireland (BITCNI) that helps businesses tackle potentially devastating consequences due to a lack of business readiness. BITCNI is challenging businesses from across every sector to take its free five-minute readiness test to help them gauge how vulnerable their business is to adverse weather.

With the average cost of flooding to a business costing £82,000 – would you be ready if a flood or storm hit? Test your business’ weather resilience with BITCNI’s free online Readiness Test and ensure that you’re prepared for a range of disruptions here: www.wouldyoubeready.org.uk

**60-WORD ARTICLE**

Monday 18 March marks the start of Would You Be Ready? Week, an initiative led by Business in the Community Northern Ireland to help businesses prevent potentially devastating consequences due to a lack of business readiness.

Would you be ready if a flood or storm hit your business? See how prepared your business is with this free online Readiness Test: www.wouldyoubeready.org.uk

**FACEBOOK & LINKEDIN**

* Northern Irish weather is changeable and businesses could face thousands of pounds worth of costs associated with extreme events like flooding, stormy weather or snow. #WouldYouBeReady for yet another temperamental spring? Take this quick and simple test to learn how you could better protect your business: [www.wouldyoubeready.org.uk](http://www.wouldyoubeready.org.uk)

SUGGESTED ASSET: WATER GIF



* Extreme events like flooding or severe snowfall can put millions of businesses at risk of disruptions and have a huge impact on the communities they serve. #WouldYouBeReady for extreme weather? Check out Business in the Community Northern Ireland’s free five-minute Readiness Test to see how you could better protect your business: www.wouldyoubeready.org.uk

SUGGESTED ASSET: WOULD YOU BE READY? GIF



**TWITTER**

* The average cost of flooding to a business is £82,000. If your business was hit, #WouldYouBeReady? Check your business’ readiness with @bitcni’s online test: www.wouldyoubeready.org.uk

SUGGESTED ASSET: WATER IMAGE

* Calling all business owners: #WouldYouBeReady if you were hit by severe weather tomorrow? Check your business’ readiness and find out more about what you can do to better protect all your hard work from @bitcni here: www.bitcni.org.uk/wouldyoubeready

SUGGESTED ASSET: WATER GIF



* If severe flooding hit your business and stopped you from trading #WouldYouBeReady? Check out @bitcni’s free online Readiness Test and download advice on how to prepare your business: www.wouldyoubeready.org.uk

SUGGESTED ASSET: WATER GIF



* Would your business be covered if it was hit by severe weather and stopped trading? Take @bitcni’s five-minute #WouldYouBeReady Readiness Test and download free expert advice: www.wouldyoubeready.org.uk

SUGGESTED ASSET: WOULD YOU BE READY? IMAGE



* Did you know the average cost of flooding to a business is £82,000? Take @bitcni’s five-minute business Readiness Test to find out if your business is as prepared as it can be for adverse weather: www.wouldyoubeready.org.uk

SUGGESTED ASSET: WOULD YOU BE READY? GIF

