



Senior Online Safety - Media and Partner Information Pack

What This Initiative Is

Senior Online Safety is a structured, non-commercial public-interest video series produced by SmartSec Academy. It helps older adults recognise modern online scams and manipulation techniques using calm, behaviour-focused education rather than fear-based messaging.

What This Initiative Is Not

This initiative is not a marketing campaign, sales funnel, or data collection exercise. It does not require registration, tracking, or payment. It does not provide legal, financial, or technical advice.

Why It Exists

Older adults across Europe and the United Kingdom are increasingly targeted by fraud schemes that rely on urgency, authority, impersonation, and emotional pressure. Public guidance often focuses on technical warnings or alarm-driven messaging. This series was developed to provide clear, respectful, behaviour-based awareness designed for real-world decision-making.

Who It Is For

The series is suitable for seniors and older adults, as well as the organisations that support them, including councils, community centres, libraries, banks, charities, and residential care providers.

How It Can Be Used

- Shared freely via websites, newsletters, and institutional channels.
- Screened in community or educational settings.
- Embedded on public-sector or non-profit websites.
- Referenced in public-interest reporting and digital safety coverage.

Editorial and Journalistic Angle

Senior Online Safety reflects a broader shift in cybersecurity education from technical instruction to behavioural awareness. Rather than focusing on systems or software, the series addresses how manipulation works at a human level.

This initiative offers journalists a timely public-interest angle: the rising impact of digital fraud on older adults, and the need for calm, non-alarmist educational responses. It demonstrates how practical behavioural guidance can strengthen resilience without blame.

Potential coverage themes include:

- The increasing sophistication of social engineering targeting seniors.
- Why fear-based cybersecurity messaging may be counterproductive.
- The importance of behavioural education in fraud prevention.
- Public-sector collaboration in protecting vulnerable groups.

SmartSec Academy welcomes responsible coverage, embedding, and institutional distribution of this series as part of public-interest reporting.

Key Messages

- Scams succeed by creating pressure, not because people are careless.
- Authority and urgency are common manipulation tools.
- Pausing and stepping away interrupts most scams.
- Verification is a protective behaviour, not a sign of distrust.

About SmartSec Academy

SmartSec Academy produces behaviour-focused cybersecurity education for organisations and public audiences. Its training emphasises decision-making, judgement, and clarity over technical configuration, with content designed to remain relevant as technology evolves.

Disclaimer

This content provides general awareness and education only. It does not constitute personalised legal, financial, or technical advice.