



Whether it's the Colonial Pipeline, Solar Winds, or even just a family member's ill-fated click on a phishing email, cybersecurity touches everyone — and everyone is paying attention. Communicators in the cybersecurity industry are up against a huge challenge to compete for a share of voice in an increasingly crowded conversation.

So how do you cut through the noise and tell stories that really matter? WE Communications looked at the data to find out what's resonating in the global cybersecurity dialog. Here's what we found:

There's a disconnect between where brands are focusing and what people care about.

For our research, we dug into audience engagement — the content that people click on, comment on, and react to. Studying engagement is uniquely powerful because it's a direct barometer of what readers care about.

We found that although important from a business perspective, product news and company news are among the least engaged topics in cybersecurity even though most brands are still focused here.

The real cybersecurity discussion is about people.

Human-led stories represent only **20% of cybersecurity conversation**, but drive **2X the audience engagement**

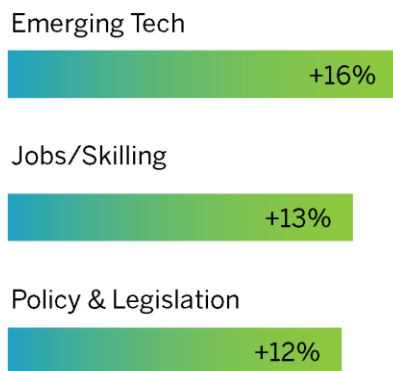
A large graphic consisting of the number '2' and the letter 'X' in a stylized, outlined font. The '2' is colored with a green-to-blue gradient, and the 'X' is a solid blue color.

The opportunity is focusing on the human element and the future.

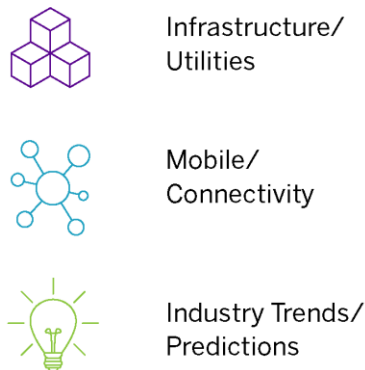
Cybersecurity has become so integrated into all aspects of business and consumers' daily lives that it has become a massive societal topic. This gives communications teams an opportunity to tell meaningful stories about cybersecurity's broader implications on technology, people, and the future.

We found emerging tech stories rose 16% in the cybersecurity space over the past year, including AI. We see this happening right now with the recent developments in ChatGPT and how it is affecting cybersecurity and our society. Jobs and skills stories increased 13%, becoming highly topical as recession fears and layoffs drove people to explore career options.

TOPICS WITH LARGEST VOLUME INCREASES YOY



TOPICS WITH HIGHEST AVERAGE ENGAGEMENT



To seize this opportunity and land stories that actually resonate with your audiences, whether B2C or B2B, filter the angle through real-world questions to get at the heart of the matter: Can a breach leave me without a phone or stuck at the gas pump? How will a new technology or policy really protect people? How will AI impact my ability to get concert tickets, or be used to steal my identity?

LEARN MORE

Ahead of RSA, please email talktowe@we-worldwide.com to learn more about how our findings could impact your communications program or to receive a full briefing on our research.

Methodology: For this report, we looked at online news, blog content, and publicly available social media conversations from Jan. 1, 2022 to Jan. 31, 2023, using the Talkwalker analytics platform.