LINKEDIN campaign 1 - budget for all below = €2000

Copy: The privacy of millions of internet users is at risk. See why – and how you can help fix the ride before it starts securityriskahead.eu #SecurityRiskAhead CTA: Learn more	Copy: You can help stop upcoming changes that will force browsers to lower the bar on internet security. Use your voice now securityriskahead.eu #SecurityRiskAhead CTA: Learn more
Targeting: Objective: Video views or website visits (depending on asset type) Age: 25 and older Include people who have ANY of the following attributes: • Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR • Member Groups: Cybersecurity AND • Member interests: technology	Targeting: Objective: Video views or website visits (depending on asset type) Age: 25 and older Include people who have ANY of the following attributes: • Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR • Member Groups: Cybersecurity AND • Member interests: technology
Live Date: 13/07	Live Date: 13/07 -
Budget: €500	Budget: €500
Geo: Brussels	Geo: Brussels

Copy: There's a #SecurityRiskAhead. Browsers will be forced to suspend web security checks, putting internet users at risk. See how you can help fix this dangerous ride before it starts securityriskahead.eu CTA: Learn more	Copy: Details like your passwords, credit cards, and message content could be at risk of interception and exploitation. Help stop the #SecurityRiskAhead now securityriskahead.eu CTA: Learn more
Targeting: Objective: Video views or website visits (depending on asset type) Age: 25 and older Include people who have ANY of the following attributes: • Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR • Member Groups: Cybersecurity AND • Member interests: technology	Targeting: Objective: Video views or website visits (depending on asset type) Age: 25 and older Include people who have ANY of the following attributes: • Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR • Member Groups: Cybersecurity AND • Member interests: technology
Live Date: 13/07	Live Date: 13/07
Budget: €500	Budget: €500
Geo: Brussels	Geo: Brussels

LINKEDIN campaign 2 - budget for all below = €2000

Copy: Proposed changes in the EU would force browsers to accept Qualified Website Authentication Certificates (QWACs) and lower security protections. Use your voice to stop the #SecurityRiskAhead and help browsers keep protecting users securityriskahead.eu CTA: Learn more	Copy: Proposed EU legislation would force browsers to accept qualified website authentication certificates (QWACs), which are not secure. Use your voice to stop the #SecurityRiskAhead and help browsers keep protecting users securityriskahead.eu CTA: Learn more
Targeting: Objective: Video views or website visits (depending on asset type) Age: 25 and older Include people who have ANY of the following attributes: • Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR • Member Groups: Cybersecurity AND • Member interests: technology	Targeting: Objective: Video views or website visits (depending on asset type) Age: 25 and older Include people who have ANY of the following attributes: • Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR • Member Groups: Cybersecurity AND • Member interests: technology
Live Date: 20/07 - 27/07	Live Date: 20/07 - 27/07
Budget: €500	Budget: €500
Geo: Brussels	Geo: Brussels

Copy: Your browser protects you from unsecure website connections. But upcoming changes could lower the bar for protection. Stop the #SecurityRiskAhead now securityriskahead.eu CTA: Learn more	Copy: Your browser protects you from unsecure websites. But if eIDAS article 45.2 passes, the bar for those protections would be lower. Stop the #SecurityRiskAhead now securityriskahead.eu CTA: Learn more
Targeting: Objective: Video views or website visits (depending on asset type) Age: 25 and older Include people who have ANY of the following attributes: • Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR • Member Groups: Cybersecurity AND • Member interests: technology	Targeting: Objective: Video views or website visits (depending on asset type) Age: 25 and older Include people who have ANY of the following attributes: • Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR • Member Groups: Cybersecurity AND • Member interests: technology
Live Date: 20/07	Live Date: 20/07
Budget: €500	Budget: €500
Geo: Brussels	Geo: Brussels