



Excellence in Marketing Nominations | Crash Corpse: A Cautionary Tale in Data Security

In order to highlight the real-world impact and relevance of lifelong learning to working professionals, Georgia Tech Professional Education's communications team launched a cross-channel campaign in Oct. 2023 — Cybersecurity Awareness Month — titled “Crash Corpse: A Cautionary Tale in Data Security.”

The campaign was centered on the article “[A Crash Corpse in Data Security](#),” which exposes how cybercriminals steal data and the ways individuals can protect themselves, and was supported by multi-platform social media posts. This Halloween-focused campaign's goals were to spotlight the organization's continuing education offerings while providing relevant tips to learners as they navigate a rapidly evolving digital world. Throughout October, the team promoted the article through posts on Facebook and LinkedIn, with each message encouraging individuals to consider their own exposure to data risks and ways they could mitigate them.

Campaign components included strategically designed social media graphics using Halloween as a tie-in, copy designed to encourage curiosity, and strategically staggered posts to maximize engagement. The posts, which were organically driven without paid support, garnered more than 4,300 combined impressions between platforms. Notably, LinkedIn posts achieved a 3.11% peak engagement rate — outperforming platform averages for higher education accounts. The main article also received higher-than-average page views and ranks as the second-most viewed blog on the Georgia Tech Professional Education website.

By taking advantage of timing and blending the dangers of cybersecurity with the cultural recognition of Halloween and effective cross-platform execution, this campaign was successful in engaging audiences through education. By aligning with Georgia Tech's brand values encouraging innovation and impact, and tying together human interest and institutional strengths, the communications team generated meaningful engagement, showcased relevant tips, and reinforced Georgia Tech Professional Education's role as a leader in lifelong learning.