

# Truth Tree Tells Schools to Prioritize Cybersecurity Amid Rising Threats

*As cyberattacks on educational institutions surge, leading marketing agency emphasizes the need for robust cybersecurity plans and proactive strategies.*

DC, UNITED STATES, February 3, 2025 /EINPresswire.com/ -- Truth Tree, [a provider of digital marketing strategies and solutions for schools](#), is informing schools of the growing threat of cyberattacks in the education sector.

With [80% of cyberattacks targeting K-12 schools](#), according to recent data, the need for comprehensive cybersecurity plans has never been more urgent.



Cybercriminals are increasingly targeting schools due to their reliance on technology, valuable data, and often limited cybersecurity resources. Phishing emails, ransomware, and viruses are among the most common threats, posing significant risks to schools' financial stability and the privacy of students and families.

## Why Schools Are Prime Targets for Cyberattacks

Schools have become a focal point for cybercriminals for several reasons:

**Valuable Data:** Schools store sensitive information, including home addresses, phone numbers, financial data, and social security numbers.

**Increased Reliance on Technology:** The shift to remote learning during the pandemic normalized the use of technology for education, creating more vulnerabilities.

**Limited Resources:** Many schools lack the robust cybersecurity infrastructure found in industries like banking or healthcare, making them easier targets.

A report from the U.S. Government Accountability Office highlights the growing vulnerability of K-

12 schools, noting a significant increase in cyberattacks from 2018 to 2022.

## How Schools Can Protect Against Cyberattacks

Truth Tree outlines actionable steps schools can take to safeguard their data and maintain trust with families:

### 1. Strengthen Current Systems

**Enforce Stricter Password Policies:** Require complex passwords and regular updates.

**Enable Multi-Factor Authentication:** Add an extra layer of security to all password-protected platforms.

**Schedule Regular Software Updates:** Ensure the latest security features are installed.

**Back Up Critical Systems:** Maintain consistent backups and perform recovery tests.

**Use Email Security Filters:** Implement spam detection and warning tags to prevent phishing attacks.

### 2. Provide Ongoing Cybersecurity Training

Creating a culture of cybersecurity awareness is essential. Schools should offer regular training programs for staff, parents, and students to recognize and respond to cyber threats. Programs like Fortinet (free for U.S. K-12 school districts) and NICCS provide valuable resources for building cybersecurity knowledge.

Cindy Marten, deputy secretary of the U.S. Education Department, emphasizes the importance of a school-wide approach: "It can't just be the tech person. It's got to be every teacher, every school secretary, every student that logs into any district device."

### 3. Develop a Communication Plan for Cyberattacks

In the event of a cyberattack, clear and timely communication is critical. Schools should:

**Prepare a Response Plan:** Outline steps for addressing cyberattacks and communicating with families.

**Communicate Proactively:** Share cybersecurity protocols and FAQs with families at the start of each semester.

**Use Alternative Channels:** If email systems are compromised, utilize mobile apps or phone calls to provide updates.

**Maintain Trust:** Be transparent about the situation, the steps being taken to resolve it, and how families can protect themselves.

## The Importance of Ongoing Cybersecurity Support

Cybersecurity is not a one-time effort but an ongoing commitment. As technology evolves, schools must continuously update their security measures, educate their communities, and refine their response plans. By taking proactive steps, schools can protect their data, maintain trust with families, and ensure a safe learning environment.

### Take Action Today

The threat of cyberattacks is real, but schools are not powerless. By implementing robust cybersecurity measures, providing ongoing training, and preparing clear communication plans, schools can mitigate risks and safeguard their communities.

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