



Government  
Services

# Multi-factor authentication content series

Stakeholder content pack

# Purpose

The content in this pack is designed to help motivate Victorians turn on multi-factor authentication (MFA).

It contains several content types adaptable to various channels to ensure we reach as many Victorians as possible.

# Content list

## What's included

- Newsletter / email content
- Social media material
- Videos
- A3 posters
- A4 flyer
- Multicultural content will also be available via the [MFA assets page](#) on the [Stay Safe Online website](#) (Arabic, Simplified Chinese, Traditional Chinese, Khmer, Vietnamese, Punjabi)

# Background

In Australia, a cybercrime is reported **every 6 minutes**.

In 2024, Victorians reported losses of almost **\$70 million across 57,000 scams**, with investment scams accounting for \$35 million, and phishing and false billing scams resulting in \$12 million in losses.

# Background

In May 2024, we did community research\* to better understand Victorians' behaviour around cyber safety and identify areas requiring improvement.

## The research found:

Only  
**38%**  
of Victorians always  
**use different passwords**  
for different accounts

**33%**  
always use **multi-  
factor authentication**  
(MFA)

**44%**  
keep their **devices**  
**up to date.**

# Background

DGS is working to educate and empower the community with clear, practical cyber security knowledge.

Raising awareness of the core principles of cyber safety — **using strong, unique passwords, enabling MFA, recognising scams, and securing devices and personal data** — is essential to help Victorians adopt safer online behaviours and reduce their risk of cyber threats.

Through March to May 2025, we are focusing on improving Victorians' familiarity and confidence with MFA.

# Audiences

## Who is this content for?

Although all Victorians will benefit from using multi-factor authentication (MFA), there are key at-risk audiences identified via DGS' Community Cyber Resiliency research:

- **16-24 year olds**  
Familiar (77% of respondents) and confident (71%) with MFA, but room to improve implementation of MFA.
- **65+ year olds**  
Not very familiar (52% of respondents) nor confident (35%) with MFA.
- **Rural Victorians**  
Somewhat familiar (61% of respondents), but not confident (41%) with MFA.
- **Multicultural audiences**

# Spread the word

To encourage Victorians to turn on multi-factor authentication, we need your help to share the message.

Please use the content within this pack and adapt it to share within your own networks in the Victorian community.

You can also follow our social media accounts and tag us in your posts:

- [DGS LinkedIn page](#) @department-of-government-services
- [DGS Facebook page](#) @VicGovDGS

A full suite of creative can be downloaded from [the assets page](#) on the [Stay Safe Online website](#). Please use the hashtags **#StaySafeOnline** and **#MFACombo** in your posts.

Please contact [communications@dgs.vic.gov.au](mailto:communications@dgs.vic.gov.au) if you have any questions. We would greatly appreciate it if you could share any data, feedback or analytics about this content to include in our evaluation.



# Key messages

- Multi-factor authentication (MFA) makes your online accounts more secure. It adds an extra layer of security, so it's not just a password keeping your account safe.
- MFA works by combining two or more layers of security:
  - 1 – a strong and unique password
  - 2 – proof it's you, like a scan of your face or fingerprint, or a code sent to your device or via an authenticator app.
- Once you 'choose your combo' this second step makes it much harder for anyone else to get into your account, even if they know your password.
- It's like locking a door with two locks instead of one – it's extra protection to keep you safe online.
- Once you set it up, it's quick and easy to use. Most people just need to tap a notification, or enter a short code when logging in.
- Use MFA for all your important accounts, like your email, online banking and any accounts that hold personal or sensitive information.
- Turn on MFA now to protect your accounts – learn how at [vic.gov.au/MFA](https://vic.gov.au/MFA).

## Stay safe online

A strong password

+

Proof it's you

=

Multi-factor authentication

# Suggested newsletter/news article

## Headline: Choose your combo and turn on multi-factor authentication today

As we increasingly rely on digital platforms for everything from banking to socialising, the need to protect our online safety and digital identity has never been more critical.

Multi-factor authentication (MFA) – which you may also know as 2-factor authentication (2FA) – can help protect online accounts by adding an extra layer of protection when logging in. In short – MFA combines a secure password with proof it's you to improve your accounts security.

It's an easy extra step to take that makes it much harder for cybercriminals to gain access to your accounts.

There are many ways of proving your identity digitally, such as facial recognition, fingerprint scans, authenticator apps and one-time codes sent to a mobile device.

Once you 'choose your combo', this second step makes it much harder for anyone else to get into your account, even if they know your password. It's like locking a door with 2 locks instead of one.

And once it's set up, it's quick and easy to use – most people just need to tap a notification or enter a short code when logging in.

The Department of Government Services is encouraging all Victorians to turn on multi-factor authentication for their online accounts. Each service has its own steps, so follow the prompts when you're asked to turn MFA on.

Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA) and follow DGS on [LinkedIn](#) and [Facebook](#) to get more information about protecting yourself online.

## Visit Stay Safe Online to learn more about:

- [Multi-factor authentication](#)
- [Creating strong passwords](#)
- [Top tips to stay safe online](#)
- [Report cybercrime and online scams](#)

# Suggested email content

## **Subject: It's time to choose your MFA combo**

Between banking, online shopping, social media and emails – our lives and habits are becoming increasingly digitised.

So how can we ensure our accounts that store sensitive and financial information are safe from cybercriminals?

Multi-factor authentication (MFA) – which you may also know as 2-factor authentication (2FA) – adds an extra layer of protection when logging in or completing an online transaction.

It's an easy, extra step to take that makes it much harder for hackers to gain access to your accounts.

In short – MFA combines a secure password with proof it's you to improve your accounts security.

There are many ways of proving your identity digitally, including:

- one-time codes sent to an email address or mobile device
- facial recognition, also known as Face ID, which uses your phone's front camera to scan your face and confirm its you
- fingerprint recognition, which uses a scanner to check your fingerprint
- applications including authenticators which generate temporary log-on codes, and mobile apps which require you to tap a notification to confirm it's you logging in.

Once you 'choose your combo' this second step makes it much harder for anyone else to get into your account, even if they know your password. It's like locking a door with 2 locks instead of one. And once it's set up, it's quick and easy to use.

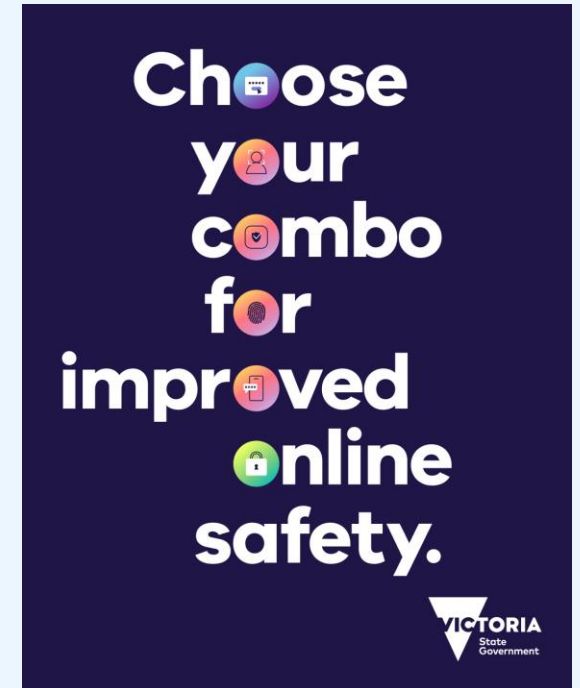
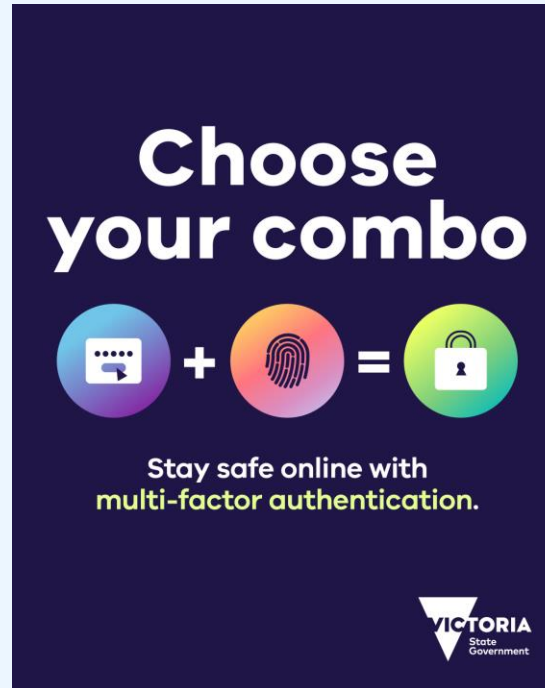
The Victorian Government is encouraging all Victorians to turn on multi-factor authentication for their online accounts.

Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA) and follow DGS on [LinkedIn](#) and [Facebook](#) to get more information about protecting yourself online.

## **Visit Stay Safe Online to learn more about:**

- [Multi-factor authentication](#)
- [Creating strong passwords](#)
- [Top tips to stay safe online](#)
- [Report cybercrime and online scams](#)

# Social media static images



Available for download at our [MFA assets page](#).

# Social media animated graphics



Available for download at our [MFA assets page](#).

# Example social media copy

## General population



How many of your online accounts are only protected by a password?

This is called 'single factor authentication' – the problem is, your passwords can be guessed or stolen.

Give them some backup – turn on multi-factor authentication and add an extra layer of security to prove it's you.

Combine your password with a scan of your face, fingerprint or a one-time code sent to your device or via an app.

Learn more at: [vic.gov.au/MFA](https://vic.gov.au/MFA)

[#StaySafeOnline](#) #MFACombo



How can we be sure our online accounts are secure in the digital age?

One way is to add an extra layer of security with multi-factor authentication, or MFA.

Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA)

[#StaySafeOnline](#) #MFACombo

# Example social media copy

## 65+ and rural Victorians



Stolen, weak, or reused passwords are the most common ways cybercriminals hack into an online account.

Multi-factor authentication, or MFA, is an easy way to add an extra layer of security by combining a strong and unique password with proof it's you.

This extra layer of proof could be a code sent to your phone or email, a quick scan of your face or fingerprint, or an 'authenticator app' - a secure app on your device that generates a one-time code to prove it's you logging in.

This extra security layer prevents hackers from getting into your bank accounts or personal details.

So next time an online service prompts you to turn on multi-factor authentication, follow the prompts and 'choose your combo'.

Learn more today at [vic.gov.au/MFA](https://vic.gov.au/MFA)

[#StaySafeOnline](#), #MFACombo



Add a second log-in step to your online accounts and improve your cyber security.

Turn on multi-factor authentication (MFA) today.

Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA)

[#StaySafeOnline](#) #MFACombo

# Example social media copy

## Youth (18-24 year olds)



We get it, doing that extra step to confirm your identity when logging in can be a drag.

But multi-factor authentication could save you from being hacked and having your money, accounts or DMs compromised 🤖

Choose your combo and improve your account security today!

Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA)

[#StaySafeOnline](#), #MFACombo



Protect your money, details and DMs by turning on MFA today.

Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA)

[#StaySafeOnline](#) #MFACombo



# Video content

## 60 second video – What is MFA?

This 60 second video introduces multi-factor authentication and its benefits.

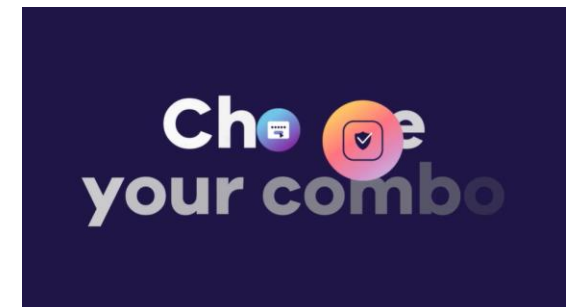
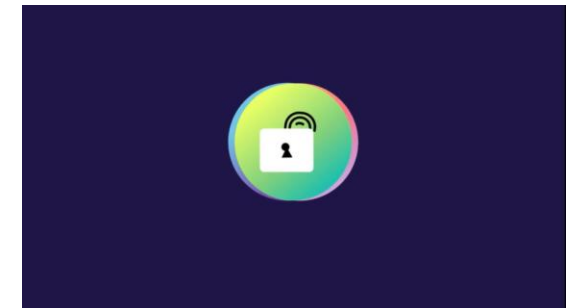
## 15 second videos

This 15 second videos focus on each of the authenticator types/'proof it's you':

- fingerprint scan
- face scan
- authenticator app
- one-time code

These assets are available to download or embed across websites, emails and social media channels. They will also be posted on [DGS LinkedIn](#) and [DGS Facebook](#) and can be reshared.

Available for download at our [MFA assets page](#).





# A3 Posters

**No one has a face like yours**

Combining a strong password with proof it's you, like facial recognition, helps you stay safe online.

Turn on multi-factor authentication and choose your combo today.

Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA)

**Choose your combo**

Combining a strong password with proof it's you, like your fingerprint scan, helps you stay safe online.

Turn on multi-factor authentication and choose your combo today.

Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA)




**Stay safe online**

A strong password  
+  
Proof it's you  
=  
Multi-factor authentication

A combination of security steps helps keep your online accounts safe.

Turn on multi-factor authentication and choose your combo today.

Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA)




Available for download at our [MFA assets page](#).

# A4 Flyers/Fact sheets

## Why use multi-factor authentication?



It's more secure than your password alone.  
It adds a layer of protection if your password is stolen.  
It's easy to set up.  
It can deter cybercriminals.

## Where should I use MFA?

You should use MFA for your most important accounts, like:

-  Your email account
-  Online banking
-  Social media
-  Accounts with personal info

Just follow the prompts when you're asked to turn on MFA.



Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA)



## What is multi-factor authentication?

Multi-factor authentication, or MFA, adds an extra layer of security to keep your online accounts secure, even if your password is stolen.



A strong password + Proof it's you = Multi-factor authentication

## What proof can I use?

Options include:

-  Fingerprint scan
-  Facial recognition
-  One-time code sent via SMS or email
-  A code from an authenticator app



Learn more at [vic.gov.au/MFA](https://vic.gov.au/MFA)



Available for download at our [MFA assets page](#).

# Translated content

Translated content will be available via the [MFA assets page](#) on the [Stay Safe Online website](#) during April 2025, in the following languages:

- Arabic
- Simplified Chinese
- Traditional Chinese
- Khmer
- Vietnamese
- Punjabi



Government  
Services

# More information

## Follow Department of Government Services (DGS) on social media

Please follow DGS's social channels and share its resources, including its [Stay Safe Online](#) content.

[Facebook](#)

[Linkedin](#)

To contact us, please email  
[communications@dgs.vic.gov.au](mailto:communications@dgs.vic.gov.au)

For future partnership opportunities, contact  
[cybersafe@dgs.vic.gov.au](mailto:cybersafe@dgs.vic.gov.au)