

AI Scams at Work: Spot the Red Flags

2026 CAMPAIGN CALENDAR

Use this planner to run a focused four-week ECSM campaign throughout October 2026. Each week gives employees one AI scam theme, one short game and one practical rule they can apply at work.

The rhythm is light and repeatable: launch the game on Monday, reinforce the behaviour with a prompt and game link on Tuesday, share the 3-minute mini-podcast on Wednesday, and close with a wrap-up, weekly card and sneak peek of the next theme.

PRE-LAUNCH

Thu 1 Oct Executive kickoff email

WEEK & THEME	MONDAY LAUNCH	TUESDAY REINFORCE	WEDNESDAY MINI-PODCAST	THURSDAY	FRIDAY WRAP-UP
5-9 OCT PHISHING The Risky Ask	Launch post + Week 1 game link	Reinforcement prompt + game link	Share 3-minute phishing mini- podcast	Pause	Wrap-up + card Next: Voice Scams
12-16 OCT VOICE SCAMS The Urgent Request	Launch post + voice-scam game link	Reinforcement prompt + game link	Share 3-minute voice-scam mini- podcast	Pause	Wrap-up + card Next: Shadow AI
19-23 OCT SHADOW AI Sensitive Data	Launch post + Shadow AI game link	Reinforcement prompt + game link	Share 3-minute Shadow AI mini- podcast	Pause	Wrap-up + card Next: Deepfakes
26-30 OCT DEEPFAKES Fake Proof	Launch post + deepfake game link	Reinforcement prompt + game link	Share 3-minute deepfake mini- podcast	Final nudge: collect all 4 cards	Final wrap-up + recognition

Campaign rhythm

ONE HUB

ONE WEEKLY GAME

ONE MINI-PODCAST

ONE RED FLAG CARD