

LONGER IS STRONGER. UNIQUE IS EVERYTHING.

Passphrases 101

Cracking tools guess billions of combinations. Every extra character multiplies their work. A short password stuffed with symbols is still short.

OLD WAY

P@ssw0rd123!

12 characters. Common pattern. Cracking tools try it early.

PASSPHRASE

tuba otter lantern waffle canyon

32 characters. Easy to picture. Example only, make your own.

1 Pick 5 to 7 random words

Unrelated words, not a song lyric, a quote, or anything about you (pets, kids, teams, birthdays).

2 Aim for 16+ characters

Spaces or hyphens between words are fine where a site allows them. Want it stronger? Add a word, not a symbol.

3 One account, one passphrase

Reuse turns one breach into ten. Every account gets its own.

4 Let a password manager remember them

It stores and creates passphrases for you, and it won't autofill on a fake site. The manager's own passphrase is the one to memorize.

5 Add MFA, and take passkeys

Turn on multi-factor authentication. When an app offers a passkey, use it.

6 Change it when there's a reason

A breach, a phishing click, or you shared it. Not on a calendar. And never share it: IT will never ask for it.