

# RUNNING A CONNECT SMART CAMPAIGN AT WORK

## 1. INTRODUCTION

There are some simple ways to raise awareness and skills in your workplace about cyber security. You could:

- Make it a topic for a team meeting
- Try the "How Cyber Smart are you?" quiz on the Connect Smart website
- Run a campaign using the tips here and other resources on the Connect Smart and Stay Smart Online websites
- Invite a guest speaker to talk to your workplace
- Send staff a video from the Connect Smart resources – for instance one from the New Zealand Police or from the Cyber Security Summit
- Place some Connect Smart tips on your Intranet or in your workplace newsletter
- Get your organisation to join Connect Smart.

## 2. ASSEMBLE A TEAM

Gather a group of people together who are dedicated to the cause. Target people who understand cyber security, or have a connection to it, as well as communications people and a high level supporter or manager. Think about whether you want to run a joint campaign with another department, another business or during a wider event (e.g. Connect Smart Week).

## 3. SET GOALS

Set a concrete objective for the campaign. What do you want to change as a result: All employees can successfully recognise a phishing email? Every employee knows where in the organisation to go for help?

## 4. THINK OF A CLEAR, SIMPLE MESSAGE

Keep the message clear, short and memorable. The more you can make the message relevant to your organisation, the more people will connect with it. If possible, use targeted facts and figures that are specific to your organisation or industry. Consider using case studies or examples of what other organisations have done from a lessons learnt perspective.

Remember these important Connect Smart messages:

- 1. Don't wait until it's too late** – be proactive; improve your digital security now before you become a victim.
- 2. Improving your digital security is easy** – it's not complicated or expensive to take basic steps to protect yourself and your personal information.
- 3. Protect yourself across all your devices** – it's as important to be secure on your smartphone and tablet as it is on your PC or laptop.
- 4. Protecting yourself also protects friends, family and work** – having your personal information compromised is more than an inconvenience and can have major consequences for you and everybody you know.

## 5. BE CREATIVE

Make cyber security easy and fun. What would make the campaign stand out and get people talking? Can you make it into a challenge? Some ideas could be:

- Send out a cyber security quiz question every day and provide a prize at the end of the week for the person who gets the most questions correct.
- Create a "fake" phishing email and track how many people click the link.
- Leave chocolate fish on the desks of employees who have remembered to lock their computer while away from their desk.
- Send out weekly email alerts about the latest scams relevant to the industry. You can find alerts on the Connect Smart website.
- Put a tip of the day on the company notice board or Intranet
- Encourage employees to take the quizzes on the Connect Smart website.

## 6. CELEBRATE AND DEBRIEF

Celebrate the success with morning tea or similar. Discuss how things went and what to improve on next month or for your next campaign. At your next planning meeting, work out how you can make Connect Smart and cyber security part of the organisation's culture. This needs to be an on-going process, although an annual campaign can provide extra momentum.