Last minute Cyber-Awareness Month Plan

You're late to the game, no one else has to know…

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October creeps up on CISOs

Yael

Suddenly it's NCSAM, and you need a "campaign."

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You're not alone. And you don't need a (big) budget.

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1

Start Strong... (maybe even early)

Message from the CISO: To all staff. It should be consumable and arrive where it'll get the most eyeballs. It could even be a short video. Minimally, introduce yourself, your staff and Natl. Cybersecurity Awareness Month. Let everyone know when and how to contact you.

Start Early: No need to wait till October to communicate to all staff!

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LinkedIn gave CISOs a NCSAM "gem" by auto-enrolling all users into their LLM training.

CISOs, let your staff know and show them how to change this privacy setting.

Mind as well encourage them to also consider reviewing all their settings.

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Sure, we'll share an example...

Congrats! You got a head start on NCSAM!

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Sample Email

From: Office of the CISO
**To:** All Staff

Adjust to your tone / style.

Long form is fine, avoid extraneous information.

- Use **formatting** to make it easier to read.

PSA.

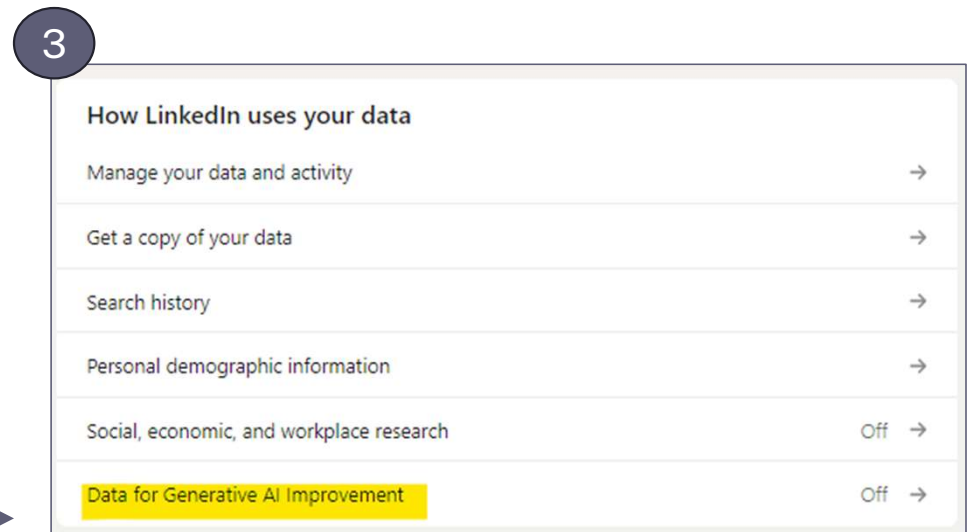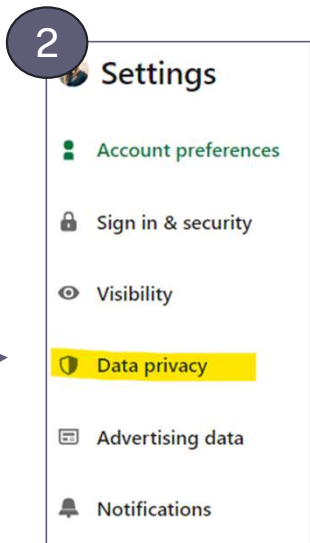If you use LinkedIn, consider reviewing and updating your privacy settings.

We recently learned that **LinkedIn updated their privacy setting** to "auto-enroll" users into using your personal information and the content of your posts to train their large language model. While the risk of this is relatively low (after all you posted it publicly on social media), you weren't given the option to elect this decision, and you may want to **restrict this**.
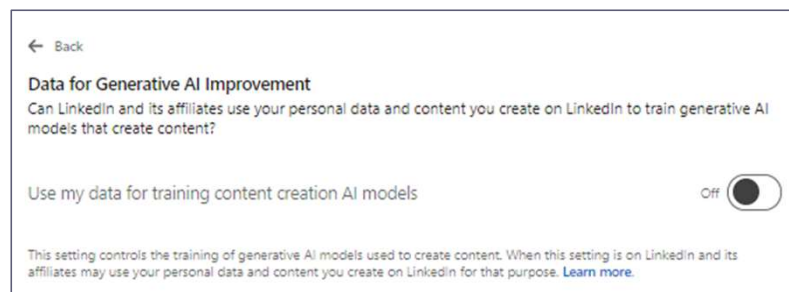
Below are specific instructions to make it easier for you.
While you're there, consider reviewing the other privacy settings.

And if you want to be advanced, consider making this a regular scheduled ritual. Put a reminder in your calendar and list the websites you care most about reviewing.

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1 Login, at the bottom on your main screen, select **manage your account and privacy**

2 Settings

- Account preferences
- Sign in & security
- Visibility
- **Data privacy**
- Advertising data
- Notifications

3 How LinkedIn uses your data

Manage your data and activity	→
Get a copy of your data	→
Search history	→
Personal demographic information	→
Social, economic, and workplace research	Off →
Data for Generative AI Improvement	Off →

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2

Set a Schedule... (and communicate it)

Weekly: It's as simple as sending out a different (thematic) message each week.
Include the curated plan in the initial email from the CISO.

Virtual & Recorded: If you're going to invite guest speakers, consider how your audience will want to participate and then schedule accordingly.

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When choosing a company-wide speaker, choose charisma over content

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3

Build the Library... (purge & update)

Tips & Resources: Every employee is also a person who has their own digital footprint and family that they're trying to secure. Make a curated repository of tips and guides available to them. If they get it at work, they're more likely to trust it and do it. Especially if it's easy.

Periodically Purge: Set a schedule and make a habit of dedicating attention to review the relevance of what's posted and review the topics that are covered. Minimally, purge, ideally expand.

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Invite.

Front Door: How does staff 'walk into' the "department" if they're looking for help or have a question? Is it a ticket? a hotline? Is it in the place they'll naturally look? Are people using it?

Resources: Make a public repository of the most useful information. Organize it based on input from HR and staff (not technologists).

Extra: For anyone who wants to go deeper or contribute effort because it's a passion of theirs – create a 'channel' for them.

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Let's review.
Do these things now for October's NCSAM

Send an email (now) suggesting that employees update their LinkedIn settings.
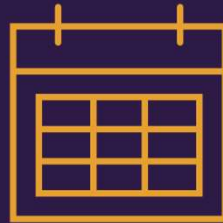
Quickly identify 4 "themes" that you'll discuss with staff during the month of October.

(the first week, you don't need a theme, it can be your introduction)

Organize your resource library, focusing on the themes you identified for the month. Identify your (current) points of entry ("front door") for staff.

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Save this deck and share it with your team.

→ Find more wisdom and a whole bunch of resources: www.yasspartners.com

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Thank You.

www.yasspartners.com
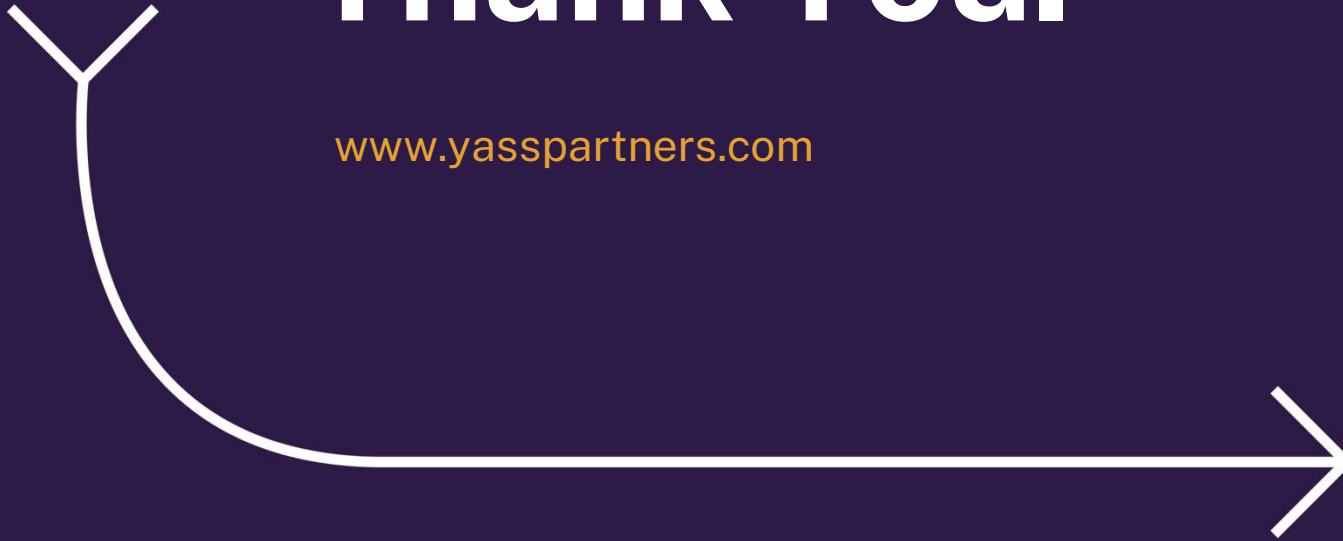
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