



# ***Cybersecurity Information Awareness Day Survival Guide and Checklist***

## ***What to Consider...What to Plan...How to Execute***

*Developed by the Office of the Associate CIO for Cybersecurity*

***The goal of any Cybersecurity awareness campaign is to cultivate a work environment where Cybersecurity behaviors and responses are automatic and consistent. How do we do this effectively for a topic that is often not considered particularly interesting to most people? How do we foster interest in Cybersecurity threats when most people do not think that such threats directly apply to them or they feel they have more important things to do?***

***The following information is intended to be a resource for your organization – to provide your organization with the information needed to make informed planning decisions and to determine what communication methods and delivery forums will best serve your user population. The DOE Office of Cybersecurity is definitely interested in any feedback regarding the information and/or checklist; please let us know what worked for you, what was not useful, and suggestions for improvement. Please forward your comments to [cybsectrn@hq.doe.gov](mailto:cybsectrn@hq.doe.gov).***



## ***Cybersecurity Information Awareness Day Checklist***

### **1. What type of awareness information do you need to relay to your audience?**

Are you relaying recent threat information? Are you trying to better educate the user population about certain incidents or compromises that have been recently happening? Are there systemic operating issues that are impacting the security environment such as leaving a workstation on and unattended?

Some topical areas to consider:

- ✓ General Cyber Awareness
- ✓ Anti-virus Software and Updates
- ✓ Remote Access Security
- ✓ Social Engineering
- ✓ Effective Password Management
- ✓ Phishing

### **2. Who is your audience?**

For an awareness campaign to be successful you must understand the needs of your audience (activity #1) and have a clear picture of your targeted audience. Will the campaign focus on the entire user population or a subset of that population?

Example audiences to consider:

- ✓ General Audience/User
- ✓ Technical or Non-Technical
- ✓ Local or Remote
- ✓ Production Personnel or Research Staff
- ✓ Manager or Individual Contributor
- ✓ System Administrator or Network Engineer
- ✓ Students or Faculty
- ✓ Federal Employees or Contractors

### **3. What is the theme?**

Once you have decided what awareness information needs to be relayed and what your audience is, then you can develop a theme. An effective theme will represent the awareness topic as well as tie all campaigns events together.

### **4. How will you communicate the awareness campaign event?**

The next logical step in the planning process is to determine the communication method, or delivery method, for your campaign based on the needs of the organization, the definition of your audience, and development of the topical theme.

Examples of delivery methods to consider:

- ✓ Awareness Day-Long Events

- ✓ Security Fairs and/or Mini Workshops
- ✓ Subject Matter Expert (SME) Presentations
- ✓ Vendor Shows or Expos
- ✓ Handbooks
- ✓ Games and Contests
- ✓ Security Web Sites
- ✓ Security Alerts

## 5. What promotional items will you use, if any?

For many awareness campaigns, promotional items help reinforce the topic of discussion as well as serve as a reminder of the information learned. The use of promotional items must be tailored to the target audience's needs and/or talents so that they capture the attention of most attendees. Typically, promotional items are an effective awareness tool for security fairs, all-day events, and/or workshops.

Examples of promotional items to consider:

- ✓ Stress Balls
- ✓ Bookmarks
- ✓ Office Supplies (Pens, Pencils, Note pads, Calendars, etc.)
- ✓ Lanyards
- ✓ Brochures/Checklists
- ✓ Games/Quizzes
- ✓ Surveys
- ✓ Pamphlets
- ✓ Post Cards
- ✓ Posters
- ✓ Videos
- ✓ Small Electronics

## 6. How will you advertise the awareness event and how often?

Effective notification/advertisement of the awareness event is crucial to successful attendance and/or interest. In-house publications should be used as much as possible and in accordance to a pre-developed delivery schedule.

Examples of marketing methods to consider:

- ✓ In-house Publications (whether electronic or hard copy)
- ✓ Pre-determined E-mail notification
- ✓ Security Web Sites
- ✓ Security Bulletins
- ✓ General Announcements
- ✓ Meet and Greet Staff at designated locations
- ✓ Reminder Post Cards

## 7. How much of a budget do you have to support the awareness event?

The amount of money you have will influence all of your decisions. It is critical that this matter is fully understood and agreed upon by all sponsoring organizations and event organizers. If possible, use in-house printing or graphic shops when possible to develop material.

#### **8. Do you have enough staff to support the event?**

How many staff can assist from your organization during the event? Do you have the ability to solicit assistance from other organizations? Staff support must be determined prior to the event. Further, as you identify staffing resources, ensure that all individuals understand and agree to their roles and responsibilities.

#### **9. Have you developed a program plan?**

A well-defined and approved program plan is critical to success! Not only will it clearly document the audience, the theme, the type of event, communication methods, etc., it will serve as a living document that all sponsoring organizations, event organizers, and support resources can use for reference and for points of discussion.

An example program plan format to consider:

- ✓ Objective
- ✓ Goal
- ✓ Theme
- ✓ Audience
- ✓ Date
- ✓ Notification/Marketing Methods
- ✓ Scheduled Events
- ✓ Awareness Materials
- ✓ Information Booths
- ✓ Vendor and/or SME Participation
- ✓ Resource Coordination