# Get started with cyber security awareness

**mindshift**
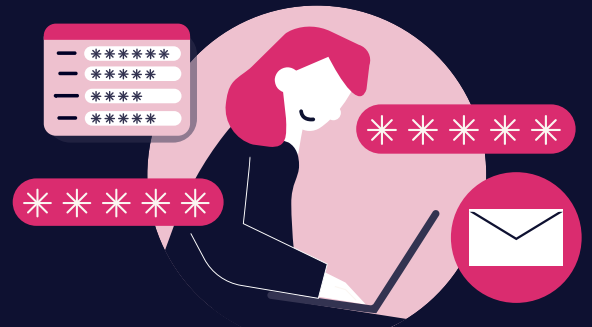helping people be cyber safe

What people do, or don't do is key when it comes to cyber security. Cyber awareness is the information we give people to help them make good cyber decisions. And make them more cyber aware. **When thinking about cyber awareness in your business, think about how you...**

**Can engage with people at the right time and place** Help people when they need help, not to a managed schedule.

**Can go beyond training and education** People need support and assistance too, human contact wherever possible.

**Focus on security behaviours** What people do matters more than what people know.

## Five steps to start your awareness programme

### Step 1
### Get support

- Who cares enough about security and people to be the face and voice of your programme?

- Whoever it is will lead your overarching messaging to attract attention throughout your awareness activities.

### Step 2
### Decide your top reasons why people are cyber risky

- Identify your own top human risks to know what to cover in your programme and focus on the things that will make the biggest difference first.

- Give people the chance to put learning into practice before introducing the next thing. And, be prepared to adapt if things change!

- Try a simple risk exercise with a group of stakeholders from across the business.

- Discuss and plot likelihood and impact of a handful of human risks (phishing email, email attachments, not knowing about security policies and processes, not locking devices, unauthorised access to buildings etc). Think about these in context of working at home and at work. Use the outcomes to prioritise your activities.
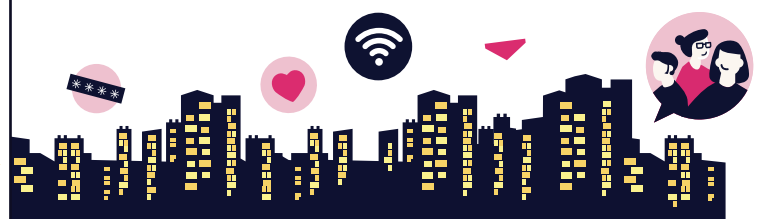
## Step 3
## Craft key messages

- Any key themes flushed out by the risk exercise? These should become your key messages.

- These explain why security matters so much to your business.

- They can be referred to throughout all your awareness activities.

- Your voice and face of security can refer to them as needed.

- Key messages anchor your purpose and give consistency.

> "The impacts of a data breach or cyber incident would be huge – to us and to our customers"

> "Our security team are here to help you understand how you and your team can keep information secure"

## Step 4
## Write a plan

You've got your list of things you want to raise awareness about and you've got your key messaging, now write a plan!

- Keep it simple and plan for 3 - 6 months as things change.

**For each activity, include...**
- What you're going to do
- The purpose and key message
- How you're going to do it
- When you're going to do it

Consider an online learning course as a foundation to cover the basics. Then, incorporate your awareness activities which reinforce those key messages in interesting ways over time.

## Step 5
## Develop content

- Create the content for each activity in your plan.

- What can you do yourself and what do you need help with?

- Make the most of the great content already out there.

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- Use delivery channels already available to you to deliver your messages.

- What can you do for free or at low cost? eg, self-recorded video messages.

- Join forces with other communications e.g. privacy, to get your messages across.

## Plan example

| What | Purpose / key messages | How | When |
|------|------------------------|-----|------|
| Leadership launch awareness programme | • Kick-start awareness programme.<br>• Set the scene for what will come<br>• Convey key messages | • 1 min self-recorded video<br>• Post on intranet with short article summarizing key points | Feb |
| How to be cyber safe | • Explain what it is, what is means for our Business, why we're a target etc | • Online training<br>• Security intranet site developed<br>• Where to get help process developed | Mar |
| How social engineering works | • Understand how to spot phishing email, text, call etc<br>• How to report<br>• Launch new 'report phish' button<br>• Awareness before simulated phishing campaign | • 3 min video<br>• Posters<br>• Competition | Apr |

## For more awesome resources visit

**https://mindshift.kiwi/resources**