OVERVIEW

Cyber attacks can have instant, wide-ranging consequences for the nation’s broader national and economic security interests. Businesses stand to face significant financial loss and damaged consumer confidence if and when a cyber incident targets their organization, particularly if the attack is successful or becomes public knowledge.

To manage risks posed by cyber threats to private industry, all employees from the entry-level employee to the Chief Executive Officer should take precautions to ensure the safety of their company’s network. The efforts private industry takes to protect against online threats truly demonstrate that cybersecurity is a shared responsibility. Industry—as service or product providers, prominent community members and employers—have a unique opportunity to demonstrate leadership in cybersecurity by helping educate their employees and consumers alike about the risks posed by cyber threats.

In an effort to foster greater awareness, the Department of Homeland Security (DHS), in coordination with the National Cyber Security Alliance (NCSA), launched the Stop.Think.Connect. Campaign. Initiated by President Obama in the 2009 Cyberspace Policy Review, the Campaign seeks to guide the nation to a higher level of Internet safety by empowering the American public to be more vigilant about practicing safe online behavior.

ADVANTAGES OF ENGAGEMENT

Engaging with the Stop.Think.Connect. Campaign provides private industry with opportunities to establish reputations as cybersecurity leaders and responsible corporate citizens.

By joining the Stop.Think.Connect. Campaign, your organization will be able to:

- Form productive and open relationships with DHS, NCSA and other federal and private Campaign stakeholders.
- Generate positive reputations among consumers as social and civic leaders by actively participating in and promoting internal and external cyber awareness activities.
- Validate commitment to the nation’s economic prosperity and global competitiveness through the promotion of cyber workforce development and the opportunity-rich fields of science, technology, engineering and math.
- Enhance community involvement efforts through participation in Stop.Think.Connect. events, which attract media attention and bring together communities to embrace a more sustained, proactive approach towards online safety.
- Become a cybersecurity thought leader by distributing or contributing to Stop.Think.Connect. Campaign cybersecurity materials, templates, resources, and tips.
- Demonstrate concern for customers, individuals, families, communities, and the country by educating them about online dangers.
SUCCESSFUL PRIVATE INDUSTRY ENGAGEMENTS

The Stop.Think.Connect. Campaign is partnering with industry to promote cybersecurity awareness across the country. Examples of previous Campaign engagements with industry include:

- Over 20 multinational corporations participating in the NCSA Stop.Think.Connect. Messaging Convention, which is a group of private sector companies—similar to a Board of Directors—who provide strategic insight to the Campaign’s future direction.
- Creating Stop.Think.Connect. public service announcements.
- Launching a Stop.Think.Connect. online security quiz on a social media site in October, which is National Cybersecurity Awareness Month (NCSAM), and providing space on the company website for a live video stream of the kickoff event, which enables citizens to participate remotely.
- Printing the Stop.Think.Connect. logo on customer billing statements as part of NCSAM.

GET INVOLVED

Industry members can begin attaining the benefits of engagement by joining in the Stop.Think.Connect. Campaign’s efforts to promote cybersecurity awareness. Your organization can engage with the Campaign in the following ways:

- Get more information from NCSA about the Stop.Think.Connect. Messaging Convention, which is the formal way that industry participates in Campaign activities.
- Host a Stop.Think.Connect. cyber awareness event. Your organization can be a leader in helping educate consumers and employees by hosting a public event at your facility or an outside venue designed to promote the Stop.Think.Connect. Campaign. These events can occur during NCSAM, during a regional Campaign Cyber Tour or at any time during the course of the year.
- Showcase Stop.Think.Connect. prominently in your stores, on your products or in a public service announcement. Your organization can add the Stop.Think.Connect. logo to your company’s products, website homepage or public-facing store windows or monitors during NCSAM or throughout the year.
- Use your status as a prominent community leader to promote Stop.Think.Connect. Industry members can use company advertisements and social media outlets to highlight support for Stop.Think.Connect. Senior company leadership can also discuss Stop.Think.Connect. during external speeches or media appearances.
FOR MORE INFORMATION

If you or your organization is interested in working with the Stop.Think.Connect. Campaign to pursue any of the previously mentioned opportunities, please contact Kristina Dorville, Deputy Branch Chief for DHS Cybersecurity Education and Awareness, at stopthinkconnect@dhs.gov.

Stop.Think.Connect.™ is a national public awareness campaign aimed at empowering the American public to be safer and more secure online. The Campaign’s main objective is to help you become more aware of growing cyber threats and arm you with the tools to protect yourself, your family and your community. For more information visit www.dhs.gov/stopthinkconnect.