INTERNAL ROLLOUT PLAN

1. Prepare Stop.Think.Connect. Internal Roll-Out:
   – Identify target employee population.
   – Refine and target messages and roll-out materials for your organization’s employee population.
   – Identify and confirm dissemination vehicles (i.e., email groups).

Suggested Timeframe: 2 months prior to Kick-Off

2. Kick-Off Stop.Think.Connect. Internally:
   – Announce the Stop.Think.Connect. Campaign via internal newsletter or intranet.
   – Send email notification to employees from your organization’s leadership.
   – Make campaign materials available to employees.

Suggested Timeframe: Identified Kick-Off Date
3. Become an External Stop.Think.Connect. Partner:
   – Post information about internal roll-out of Stop.Think.Connect. on your organization’s website or blog.
   – Use Stop.Think.Connect. messaging in your organization’s external speaking engagements.
   – Encourage employees to become a Friend of the Campaign.

Suggested Timeframe: 2 weeks within Kick-Off

4. Continuously Build Awareness:
   – Host internal employee cybersecurity training and/or education sessions.
   – Work with Stop.Think.Connect. to identify additional events and/or activities to continue building cybersecurity awareness.

Suggested Timeframe: Ongoing through life of Kick-Off
SECURING CYBERSPACE STARTS WITH YOU