OVERVIEW

The repercussions of cybercrimes can be just as severe and far-reaching as those caused by national disasters or terrorist attacks. Cybercrimes can shut off power, disrupt banks, scramble emergency calls, stall transportation or lock down commercial facilities. The targets of these attacks can vary—with some focusing on networks belonging to large organizations and others preying on individual Americans. Given this unprecedented and rapidly escalating threat, federal agencies as well as state, local, tribal and territorial (SLTT) governments must play a role in educating their employees and constituents to identify and deter online dangers. To make the Internet a safer place for all Americans, federal agencies and SLTT governments must share in the responsibility to promote heightened awareness about cybersecurity and safer online practices.

In an effort to encourage much needed federal agency and SLTT government leadership support on this important issue, the Department of Homeland Security’s (DHS) Stop.Think.Connect. Campaign created the **Cyber Awareness Coalition**. The Coalition serves as an outlet for Federal agencies and SLTT governments to work directly with DHS and the Stop.Think.Connect. Campaign to promote awareness about cyber threats and safe online practices both within their organizations and with the general public.

ADVANTAGES OF JOINING THE COALITION

By becoming a member of the Stop.Think.Connect. Cyber Awareness Coalition, your agency or SLTT government will have opportunities to demonstrate leadership on cybersecurity. Advantages of membership in the Coalition include the ability to:

- **Educate your communities** on cybersecurity by arming them with Stop.Think.Connect. tools and tips to practice safer online behavior
- **Develop a lasting, mutually beneficial relationship** with the Department of Homeland Security through the Stop.Think.Connect. Campaign to share information on cybersecurity threats, needs and resources
- **Become a cybersecurity thought leader** by participating in monthly strategy conference calls with Stop.Think.Connect. leadership and stakeholders. Assist in distributing and contributing to Campaign cybersecurity materials, templates, resources and tips.
- **Be part of the big picture** — helping to improve the nation’s overall cybersecurity posture.

GET INVOLVED

The Cyber Awareness Coalition is currently open to federal agencies and SLTT governments. **There is no financial obligation associated with joining the Coalition.** Organizations interested in membership can easily join by sending an official logo and email stating intent to join to stopthinkconnect@dhs.gov. Upon becoming a member, your organization can engage with the Campaign in the following ways:
Host a **Stop.Think.Connect. cyber awareness event.** Your organization can be a cybersecurity awareness leader to your employees and all Americans by hosting an event at your facility, or an outside venue, designed to promote the Stop.Think.Connect. Campaign. These events can occur during National Cybersecurity Awareness Month (October), during community events or at any time during the course of the year.

**Showcase Stop.Think.Connect. prominently in your offices, on your website or in a public service announcement.** Your organization can link to the Stop.Think.Connect. homepage or co-brand cybersecurity awareness materials.

**Use your status as a prominent community leader to promote Stop.Think.Connect.** Federal agencies and SLTT governments can use their websites and social media outlets to highlight support for Stop.Think.Connect. Senior leadership can also discuss Stop.Think.Connect. during external speeches or media appearances.

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FOR MORE INFORMATION

If you or your organization is interested in joining the Stop.Think.Connect. Cyber Awareness Coalition, please email 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.