NATIONAL CYBERSECURITY AWARENESS CAMPAIGN
INTERNAL ORGANIZATION ROLLOUT TIMELINE
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