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STOP.THINK.CONNECT.™ INTERNAL ROLLOUT SAMPLE

# INTRANET MESSAGE

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## STOP.THINK.CONNECT. CAMPAIGN KICK-OFF RAISING CYBER AWARENESS AT [ORGANIZATION]

Today we launch [organization]'s involvement in the Department of Homeland Security's **Stop.Think.Connect.™** Campaign. Stop.Think.Connect. challenges the American public to be more vigilant about practicing safer online habits and persuades Americans to view Internet safety as a shared responsibility at home, in the workplace, and in our communities. The Campaign's goal is to increase the understanding of cyber threats and empower the American public to be safer and more secure online.

We are more interconnected now than ever before. Most organizations today wouldn't exist without the Internet. Not only do organizations rely on technology to perform daily functions, but the Internet provides easy ways to stay connected, informed, and involved. However, with these increased conveniences comes increased risk. No country, industry, community, or individual is immune to cyber risks, and no one government agency, company or individual can solve the riddle of cybersecurity. We all have to work together to secure cyberspace.

With this rollout, [insert organization] encourages all employees to do their part to make cyberspace safer. Participation in the Campaign complements what we have been doing to train and educate our employees on good cybersecurity practices.

As part of the Campaign, we will be [the following are suggested activities for your organization]:

- Distributing Stop.Think.Connect. resources
- Hosting a Stop.Think.Connect. [forum/discussion/roundtable] to talk about the cyber issues affecting you as an employee
- Conducting cybersecurity training sessions to provide you with tips and guidance to keep the work that you do safe
- [Insert additional events or activities hosted by organization]

In addition to these activities, you can sign up to be an active member or *Friend* of the Campaign and help your family, friends and community become more aware of the potential dangers on the Internet, and the steps they can take to keep themselves and their information safer. To sign up for the Stop.Think.Connect. *Friends* Program, visit [www.dhs.gov/stopthinkconnect](http://www.dhs.gov/stopthinkconnect).

For more information on Stop.Think.Connect. programs and opportunities, please contact [insert organization's point-of-contact] and visit [www.dhs.gov/stopthinkconnect](http://www.dhs.gov/stopthinkconnect).

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Stop.Think.Connect.™ is a national public awareness campaign aimed at increasing the understanding of cyber threats and 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 you community. For more information visit <http://www.dhs.gov/stopthinkconnect>.



**Homeland  
Security**

[www.dhs.gov/stopthinkconnect](http://www.dhs.gov/stopthinkconnect)



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