
STOP.THINK.CONNECT.™ INTERNAL ROLLOUT SAMPLE

NEWSLETTER ARTICLE

[ORGANIZATION] JOINS THE STOP.THINK.CONNECT. CAMPAIGN

Starting [insert date], [insert organization] will be joining the Department of Homeland Security's national cybersecurity awareness campaign — Stop.Think.Connect.™ to help protect our employees against the many cyber threats we face today.

To manage risks posed by cyber threats to private industry and government, all employees from the Chief Executive Officer to the entry-level worker should be proactive and take precautions to ensure the safety of their company's network. Cybersecurity is a process that requires vigilance to protect information, intellectual property and data important to the company and its customers. Did you know:

- The yearly cost of cyber crime per organization spanned a range of **\$1.3 million to \$58 million**.¹
- The cost of cyber crime increased **26 percent**, or **\$2.6 million** from 2012 to 2013.²

To address growing cyber threats, President Obama directed a Cyberspace Policy Review in 2009 that has become the blueprint from which our nation's cybersecurity foundation will transform into an assured and resilient digital infrastructure for the future. As part of this policy review, the Department of Homeland Security was asked to create an on-going cybersecurity awareness campaign — Stop.Think.Connect. — to help Americans understand the risks that come with being online.

The Campaign is part of an unprecedented effort among Federal and State governments, industry, and non-profit organizations. Through these partnerships, the Stop.Think.Connect. Campaign is reaching thousands of Americans, providing tips on how to protect themselves, their families, and the nation.

In the coming [weeks/months], [insert organization] will take part in the Campaign to help their employees, family and friends, and those in the community become more aware of the potential dangers on the Internet and the steps they can take to keep themselves and their information safe.

SIMPLE TIPS

- **Stop:** Before you use the Internet, take time to understand the risks and learn how to spot potential problems.
- **Think:** Take a moment to be certain the path ahead is clear. Watch for warning signs and consider how your actions online could impact your safety, or your family's.
- **Connect:** Enjoy the Internet with greater confidence, knowing you've taken the right steps to safeguard yourself and your computer.

¹ 2013 Cost of Cyber Crime Study: United States, Ponemon Institute, October 2013

² Ibid

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- Set strong passwords. Use passwords with eight or more characters and a combination of numbers, letters, and symbols. Don't share your password with anyone.
- Install updates. Keep your operating system, browser, and other critical software optimized by installing updates.
- Use privacy settings. Limit the amount of personal information you share online and use privacy settings to avoid sharing information widely.
- Be cautious online. Be cautious about what you receive or read online; if it sounds too good to be true, it probably is.

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

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/stophinkconnect>.



**Homeland
Security**

www.dhs.gov/stophinkconnect



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