



---

## STOP.THINK.CONNECT.™ INTERNAL ROLLOUT SAMPLE

# TALKING POINTS

---

### INTRODUCTION

- Good [morning/afternoon/evening], everyone. Welcome to the Stop.Think.Connect.™ Campaign [forum/event/discussion].
- I'm glad you have taken the time to discuss this important issues with me and your colleagues.

### THE CYBER THREAT

- 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.
- Cybersecurity is a shared responsibility; we all have to work together to secure cyberspace.

### ABOUT THE CAMPAIGN

- In response to the growing cyber threat, President Obama issued the Cyberspace Policy Review in May 2009, which recommends the federal government "initiate a national public awareness and education campaign informed by previous successful campaigns."
- The Department of Homeland Security launched the Stop.Think.Connect. Campaign in October 2010 in conjunction with National Cyber Security Awareness Month [NCSAM].
- Stop.Think.Connect. challenges the American public to be more vigilant about practicing safe online habits and persuades the public to view Internet safety as a shared responsibility at home, in the workplace, and in our communities.
- Demonstrating the shared responsibility, Stop.Think.Connect. is part of an unprecedented effort among federal and state governments, industry and non-profit organizations to promote safer online behavior and practices.
- Together we are working to combat threats and raise awareness across the country.
- The Campaign invites you to become an active cybersecurity advocate to help us raise cybersecurity awareness among your colleagues, family, and friends.

## DID YOU KNOW?

- The yearly cost of cyber crime per organization spanned a range of **\$1.3 million** to **\$58 million**.<sup>1</sup>
- The cost of cyber crime increased **26 percent**, or **\$2.6 million** from 2012 to 2013.<sup>2</sup>

## CYBER WHO, WHAT, WHEN, WHERE AND HOW

- Cybersecurity is the prevention of damage to, unauthorized use of or exploitation of electronic information and communication systems, and the information contained therein.
- To understand the importance of cybersecurity, we first have to talk about the risks, threats, and vulnerabilities that exist online and their impact on a national and personal level.
- We need to know the who, what, when, where, why, and how of cyber risks to be able to understand and prevent incidents.
  - **Who:** There are two types of actors that can cause harm to the Internet: malicious and benign actors. The difference is based on their intent. Malicious actors intend to cause harm, like cybercriminal organizations or hackers. Benign actors accidentally cause harm, such as an employee who accidentally downloads malware into their company's network.
  - **What:** Actors exploit vulnerabilities such as our inherent trust in other people, in the software that we use on a daily basis, and the technologies we use to perform daily functions.
  - **When:** It is virtually impossible to predict when a cyber incident will occur.
  - **Where:** A virtual environment, accessible via computer networks, where users communicate and share information. Often interchanged with the word "Internet," cyberspace is the artificial realm created by, and accessible through, computer networks with the intended function of sharing information and facilitating communication. Unlike the physical world, cyberspace has no boundaries across air, land, sea or space.
  - **Why:** Benign actors unintentionally and mostly unknowingly cause harm. On the other hand, malicious actors can have a range of motives, including money or credit, prestige, or revenge. Some malicious actors seek confidential information ranging from personal to national secrets.
  - **How:** The methods actors use to cause the harm can range in sophistication and complexity from botnets to viruses.
- Individuals may think that they are not targets for cyber incidents due to the perception that they do not have anything worth stealing.
- However, only a small percentage of cyber incidents are considered targeted attacks, meaning the attacker group is going after a particular company or group of companies in order to steal specific data.

<sup>1</sup> 2013 Cost of Cyber Crime Study: United States, Ponemon Institute, October 2013

<sup>2</sup> Ibid

- 
- The majority of cybercriminals are indiscriminate; they target vulnerable computer systems regardless of whether they are part of a government agency, Fortune 500 Company, a small business, or belong to a home user.
  - Many people in this room have kids, nieces, nephews or friends with children. They are using, or will use, the Internet for everything from socializing, to doing research to applying for college.
  - It is our responsibility to protect and teach the next generation how to protect themselves against the cyber threats that exist.
  - Securing cyberspace starts with you.

## HERE ARE SOME WAYS YOUR BUSINESS CAN START PRACTICING SAFER CYBER HABITS:

### CALL TO ACTION

- Ultimately, each of our efforts helps to enhance the nation's cybersecurity.
- You can help us spread the word and become a source of information for your family and friends.
- Here are ways your business can become involved in the campaign:
  - Become a *Friend of the Campaign* by visiting [www.dhs.gov/stopthinkconnect](http://www.dhs.gov/stopthinkconnect).
  - Make cybersecurity a priority. Discuss safe online practices with your fellow employees.
  - Inform your community about the Stop.Think.Connect. Campaign and the resources available to all age groups.
  - Blog or post about the issue of cybersecurity and the Stop.Think.Connect. Campaign.
  - Host a cybersecurity activity in your office.
  - Download and distribute Stop.Think.Connect. Campaign materials, such as the brochure, bookmark and poster, to your employees and communities.
- I invite you to join the national effort to make the Internet safer. Follow these simple tips and Stop.Think.Connect. every time you go online:
  - **When in doubt, throw it out:** Links in emails, tweets, posts, and online advertising are often the way cyber criminals compromise your computer. If it looks suspicious, even if you know the source, it's best to delete the email or avoid clicking on the advertisement.
  - **Get savvy about Wi-Fi hotspots:** Limit the type of business you conduct on public Wi-Fi networks and adjust the security settings on your device.
  - **Protect your finances:** When banking and shopping online, check to make sure the websites are security enabled. Look for web addresses with "https://" or "shttp://", which means the site takes extra measures to help secure your information.

- **Keep security software current:** Having the latest security software, web browser, and operating system are the best defenses against viruses, malware, and other online threats.
- **Protect all devices that connect to the Internet:** Along with computers, smartphones, gaming systems, tablets, and other web-enabled devices also need protection from viruses and malware.
- **Manage your passwords:** Create strong passwords that are at least eight characters long and use letters, numbers, and symbols. Be sure to change them regularly.
- Find more tips on how to be safe online at [www.dhs.gov/stophinkconnect](http://www.dhs.gov/stophinkconnect).

## CONCLUSION

- I will leave you with the campaign's intent:
  - **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.
  - **Stop.Think.Connect.:** Protect yourself and help keep the web a safer place for everyone.

---

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](http://www.dhs.gov/stophinkconnect)



STOP | THINK | CONNECT™

---