

"Use News"

to build your awareness program

2011 FISSEA Conference

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Public Debt's Program

- Orientation, End User class, annual DoD tutorial
- Not just once a year – multiple conveyances
- Emphasis on real news and lessons learned
- FrontLine Newsletter (quarterly)
- ISSR Newsletter (monthly)
- Monthly Security Reminders on intranet
- In-house magazine (Security Spotlight column)
- [Even some posters come from real stories]

FrontLine Newsletter

- Computer Security Institute (www.GoCSI.com)
- Quarterly four-page newsletter (since the '90s)
- Good articles cover all major security topics
- Because of external source, it may have an aura as an accredited expert telling us what to know
- Sent to all employees (now through TLMS)
- Last page always contains local information
- Annual subscription costs \$1,860

ISSR Newsletter

- Distributed monthly to all ISSRs, who forward to everyone in their areas (can customize)
- Simple text e-mail of about 1200-1500 words
- Always starts with teaser for Monthly Security Reminder, followed by a review of one item from the IT Rules of Behavior
- Contains a variety of news items, both from internal and external sources
- http://csrc.nist.gov/organizations/fissea/newsletters/2008/FISSEA-June2008_Newsletter.pdf

Monthly Security Reminders

- Appear prominently on intranet home page
- Longer than typically used in the ISSR Newsletter (released the same day)
- Added to “The Security Zone” archive
- Easier to incorporate screen shots or other color graphics (e.g., pictures of ATM skimmers)
- Often with intriguing titles to arouse curiosity (*Take a peek at a leak; Trash talkin’; Men are better than women?; Flashing; Three heroes*)

Security Spotlight

- “Of Interest” is Public Debt’s official quarterly newsletter
- Sent to all employees, plus some retirees
- Joint effort with Physical Security (split load)
- Longer articles (~500 words) sometimes with good tips for home users

How do you come up with
enough content for all
these publications?

Get Connected!

Establish relationships with

- PC Support
- E-mail Admins
- Helpdesk
- Other Technical Gurus (including Pen Testers)
- Disaster Recovery
- Physical Security
- Procurement & Travel Credit Cards
- HR
- Janitors
- FISSEA (*lots of ideas have been stolen here*)

CSIRC

Computer Security Incident Response Capability (CSIRC) required by NIST

- Reacts and investigates all incidents, and submits reports to Treasury
- Handles anything from a lost Blackberry to a major breach
- CSIRC reports provide excellent learning opportunities to avoid future incidents

Virus Victims

[An alert is sent whenever malware is discovered, so get put on the list to get this notification]

- Standard letter sent to all virus victims (cc: to ISSR)
- Emphasizes learning from each other
- Provides links to previous victim stories
- Offers anonymity in the newsletter
- Encourages further training
- Not a disciplinary letter and no required response
- Provides some incentive to avoid becoming another virus victim story

Pastwords

- Articles on password strategies from retirees
- Notified by HR prior to departure
- Standardized letter sent encouraging them to share how they created passwords
- The retiree is not named
- Provides creative insights into password strategies of coworkers, which hopefully translates into more robust passwords

Feedback Loop

- Be sure to provide a way for employees to contact you to provide story ideas
- Actively seek internal stories, because they are the most interesting, and help to lead to more story ideas (including stories from home)
- Another way to promote readership is to hide rewards within the text of the article (*the first 100 employees who read this get a gold coin*)

State Dept. Awareness

- Thrice weekly newsletter entitled “In Case You Missed It” covering security issues
 - Includes a brief summary, plus links for more information
 - For your free subscription, send a request from a .gov or .mil account with the subject line "Subscribe" to awareness@state.gov
 - Excellent source of potential news stories
- [If there aren't enough lessons to be learned from your own place, use someone else's lessons!]*

Other Useful Sources

This is a partial list of potential newsletter article sources (but not an official endorsement):

- www.sans.org – Ouch & NewsBites newsletters
- <http://nakedsecurity.sophos.com/>
- <http://krebsonsecurity.com/>
- <http://www.schneier.com/>
- <http://www.wired.com/threatlevel/>
- <http://blogs.pcmag.com/securitywatch/>
- <http://blog.trendmicro.com/>
- Plus many, many more!

Summary

- Once a year tutorial is not enough!
- Newsletters provide an easy vehicle to increase employee awareness to current security issues
- Important to establish “linkages” with potential news sources (internally and externally)
- News about real incidents within your organization is interesting – learn from mistakes!
- There are lots of security stories, so share them with your employees (*often helpful at home, too*)