

STOP.THINK.CONNECT.™

Private Industry and Stop.Think.Connect.™

OVERVIEW

Unlike other threats currently facing the country, cyber attacks can have instant, wide-ranging consequences for the nation's broader national and economic security interests. Businesses stand to face significant financial loss and damaged consumer confidence if and when a cyber incident targets their organization, particularly if the attack is successful or becomes public knowledge.

To manage risks posed by cyber threats to private industry, all employees from the Chief Executive Officer to the entry-level employee should take precautions to ensure the safety of their company's network. The efforts private industry takes to protect against online threats truly demonstrate that cybersecurity is a shared responsibility. Industry – as service or product providers, prominent community members, and employers – have a unique opportunity to demonstrate entrepreneurialism and leadership in this space by helping educate their employees and consumers alike about the risks posed by cyber threats.

In an effort to foster greater awareness, the Department of Homeland Security (DHS), in coordination with the National Cyber Security Alliance (NCSA), launched the Stop.Think.Connect. Campaign. The Campaign, which was initiated by President Obama in the 2009 Cyberspace Policy Review, seeks to guide the nation to a higher level of Internet safety by empowering the American public to be more vigilant about practicing safe online behavior.

ADVANTAGES OF ENGAGEMENT

Engaging with the Stop.Think.Connect. Campaign provides private industry with opportunities to establish reputations as cybersecurity leaders and responsible corporate citizens. By joining the Stop.Think.Connect. Campaign, your organization will be able to:

- **Form productive and open relationships** with DHS, NCSA, and other federal and private Campaign stakeholders
- **Generate positive reputations** among consumers as social and civic leaders by actively participating in and promoting internal and external cyber awareness activities
- **Validate commitment to rebuilding the American economy** through the promotion of cyber workforce development and the opportunity-rich fields of science, technology, engineering, and math
- **Enhance community involvement efforts** through participation in Stop.Think.Connect. Cyber Tours, which attract media attention and bring together communities to embrace a more sustained, proactive approach towards online safety
- **Become a cybersecurity thought leader** by distributing or contributing to Stop.Think.Connect. Campaign cybersecurity materials, templates, resources, and tips
- **Demonstrate concern for customers**, individuals, families, communities, and the country from online dangers



Homeland
Security



STOP | THINK | CONNECT™

SUCCESSFUL PRIVATE INDUSTRY ENGAGEMENTS

The Stop.Think.Connect. Campaign is partnering with industry to promote cybersecurity awareness across the country. Examples of previous Campaign engagements with industry include:

- Over 15 multinational corporations participating in the NCSA Stop.Think.Connect. Messaging Convention, which is a group of private sector companies – similar to a Board of Directors – who provide strategic insight to the Campaign’s future direction
- Creating Stop.Think.Connect. public service announcements
- Launching a Stop.Think.Connect. online security quiz during on a social media site in October, which is National Cybersecurity Awareness Month (NCSAM), and provided space on the company website for a live video stream of the kickoff event, which enabled citizens to participate remotely.
- Printing the Stop.Think.Connect. logo on all of its customer billing statements as part of NCSAM

GET INVOLVED

Industry members can begin attaining the benefits of engagement by joining in the Stop.Think.Connect. Campaign’s efforts to promote cybersecurity awareness. Your organization can engage with the Campaign in the following ways:

- **Get more information from NCSA about the Stop.Think.Connect. Messaging Convention**, which is the formal way that industry participates in Campaign activities.
- **Host a Stop.Think.Connect. cyber awareness event.** Your organization can be a leader in helping educate consumers and employees by hosting a public event at your facility or an outside venue designed to promote the Stop.Think.Connect. Campaign. These events can occur during NCSAM, during a regional Campaign Cyber Tour, or at any time during the course of the year.
- **Showcase Stop.Think.Connect. prominently in your stores, on your products, or in a public service announcement.** Your organization can add the Stop.Think.Connect. logo to your company’s products, website homepage, or public-facing store windows or monitors during NCSAM or throughout the year.
- **Use your status as a prominent community leader to promote Stop.Think.Connect.** Industry members can use company advertisements and social media outlets to highlight support for Stop.Think.Connect. Senior company leadership can also discuss Stop.Think.Connect. during external speeches or media appearances.

FOR MORE INFORMATION

If you or your organization is interested in working with the Stop.Think.Connect. Campaign to pursue any of the previously mentioned opportunities; please contact Kristina Dorville, Director of Cyber Awareness Programs for the DHS National Cyber Security Division, at kristina.dorville@dhs.gov.

