
**NATIONAL INSIDER THREAT AWARENESS MONTH
2020**

Messaging Champion Communications Packet



Deter, Detect, Mitigate

Dear Colleagues:

The National Counterintelligence and Security Center, National Insider Threat Task Force, Office of the Under Secretary of Defense for Intelligence and Security, Department of Homeland Security, and Defense Counterintelligence and Security Agency (DCSA) are partnering with Insider Threat community stakeholders to support National Insider Threat Awareness Month during September 2020.

During this second annual Insider Threat Awareness Month, we emphasize the importance of safeguarding our Nation from the risks posed by insider threats. Past compromises of national security information by insiders have made America less safe by allowing our adversaries unauthorized access to information. These actions, coupled with incidents of senseless loss of life perpetrated by insiders have highlighted the need for uniform engagement.

As a nation, we are committed to protecting critical information and our citizenry while preserving privacy and civil liberties. Proactive insider threat reporting can deter, detect, and mitigate insider threats. It provides an opportunity for early intervention, strengthens our nation's resiliency, and fosters rehabilitative outcomes for individuals at risk. This can reduce acts of harm to self or others, prevent the loss or compromise of classified information, and minimize damage to organizations.

2020 has presented a unique risk environment. Covid-19 has impacted every single American. Many face serious adjustments - telework or other continuity of operations implementation, broken supply chains, and sometimes unreliable or overwhelmed technology capabilities. There are also the deeply personal human struggles related to health care, child care, financial insecurity, and political and cultural fissures. The risks for espionage, unauthorized disclosure, fraud, theft and even unwitting insider threat actions are higher than ever.

During National Insider Threat Awareness Month 2020 we will be focusing on the theme of "Resilience." Resilience is an intangible quality that allows us to face adversity and come back at least as strong as before. It helps individuals harden the target and develop behaviors, thoughts, and actions that promote personal wellbeing and mental health. Insider Threat programs promote personal and organizational resilience to mitigate risks.

Insider Threat Awareness Month provides a multi-media communications platform for the engagement of the general workforce of federal departments and agencies, cleared industry, critical infrastructure sectors, academia, and the general public.

We encourage you to participate in Insider Threat Awareness Month this September. Suggested actions and activities are available from the DCSA Center for Development of Security Excellence <https://cdse.edu/itawareness/index.htm>. Feel free to reach out to your Insider Threat POC and/or the Center for Development of Security Excellence for additional information. We look forward to a successful Insider Threat Awareness Month 2020 and appreciate your support.



William R. Evanina
Director of the National Counterintelligence Security Center

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Introduction

Participating in National Insider Threat Awareness Month (NITAM) 2020 can help your program detect, deter, and mitigate insider threats by increasing awareness and promoting reporting. There are many ways to get involved. This document will help you identify a variety of activities and engagements available to your organization. From utilizing the provided awareness materials to hosting an Insider Threat Awareness day, actions both small and large will help bring attention to the Insider Threat mission.

We look forward to partnering with you during this important campaign. Remember, we all speak louder with one voice.

Communications Goal and Desired Outcome

Maximize reporting by general workforce. NITAM is designed to introduce the general workforce of DoD, federal agencies, industry and secondary audiences to the threats posed by trusted insiders, increase employee awareness regarding the nation's vulnerability to insider threats, and emphasize individual responsibilities for recognizing and reporting indicators.

Introduce Insider Threat Programs. The campaign will familiarize the workforce and the public with Insider Threat Programs designed to deter, detect, and mitigate risks. Messaging should emphasize the goal of early intervention and ensure communications maximize transparency and minimize misconceptions of over intrusiveness.

Leading up to National Insider Threat Awareness Month

- Download the Insider Threat Sentry app to receive exclusive products and updates
- Develop a plan to participate in NITAM by identifying strategies and tactics most applicable to your workforce.
- Work with your leadership and communications/public affairs department to gain buy in for participation.
- Coordinate with key stakeholders for access to awareness materials and guidance to make NITAM impactful for your organization.
- Devise a plan to capture metrics related to your NITAM activities

During National Insider Threat Awareness Month

Promote NITAM to your workforce and stakeholders.

- Engage leadership in messaging with an email or video to the workforce. ([Messaging Themes](#))
- Promote NITAM on social media platforms. Consider cross-promoting and reposting NITAM messaging from key stakeholders. ([Sample Posts](#))
- Feature Insider Threat Awareness messaging in town halls, newsletters, and other internal media. ([Messaging Themes](#))
- Show [security shorts](#) and training [videos](#), including the award-winning Vigilance Video Series [season one](#) and [season two](#) and [2020's Resilience animation](#)
- Post Insider Threat Awareness Posters in your workspace. ([Free Posters](#))

- Feature Insider Threat Awareness training, eLearning games, case studies, and videos throughout the month. ([Awareness Resources](#))
- Ensure everyone in the Insider Threat Program should be prepared to offer a concise message (i.e. “elevator speech) about your program in three minutes or less. ([Messaging Themes](#))

Host National Insider Threat Awareness Month Events and Activities

- Host an Insider Threat Awareness Day: A live or virtual forum or meeting featuring guest speakers and leadership, informational briefings, and Q&A sessions with the Insider Threat Program ([Vigilance Campaign Guidance/Hosting a Virtual Forum Job Aid](#))
- Poster or Messaging Theme Contests
- Gaming sessions: Team competitions featuring Insider Threat Trivia Twirl, Crossword, Concentration or other [eLearning Games](#)

Participate in Community Insider Threat Awareness Events

- [Insider Threat Virtual Security Conference](#) on September 3

After National Insider Threat Awareness Month

- Evaluate messaging campaign effectiveness (raise awareness, increase reporting, introduce/familiarize the workforce with the Insider Threat Program).
- Gather metrics from online activities, social media, and live event attendance.
- Participate in surveys and data calls with key stakeholders.
- Provide feedback, best practices, and ideas for future NITAM implementation and lessons learned.
- Continue to champion key insider threat awareness messaging and promote reporting year round.

Key Messages

Themes include safety, security, the counterintelligence threat, recognizing and reporting indicators, proactive nature of Insider Threat Programs, and respect for privacy and civil liberties

- Insider incidents impact public and private organizations causing damage to national security, loss of life, the loss or compromise of classified information, and billions of dollars annually in lost revenue related to trade secret theft, fraud, sabotage, damage to an organization’s reputation, acts of workplace violence, and more.
- Compromises by insiders have made America less safe by allowing our adversaries to access classified information, change tactics and avoid detection, and learn where we are most vulnerable.
- Most insider threats display concerning behaviors or risk indicators prior to engaging in negative events.
- Insider Threat programs are designed to manage risks associated with malicious or unwitting insiders while protecting privacy and civil liberties.

- Reporting concerning behaviors and risk indicators allows insider threat programs to take proactive measures that can lead to positive outcomes for individuals and mitigate risk for organizations.
- If you see something, say something.
- Emphasize specific reporting procedures, protocol, and POC at your organization.

Awareness Poster Gallery

Access and download a wide variety of posters at cdse.edu or the [NITAM site](#) under **Graphics & Posters**.

Posters

Download and display security posters to promote awareness in the workplace.



**RESILIENCE
PATHWAYS**
8.5x11 • 17x22



SUPERWOMAN
8.5x11 • 17x22



UMBRELLA
8.5x11 • 17x22



SPARK
8.5x11 • 17x22



UNWITTING
8.5x11 • 17x22



**SAFEGUARDING
OUR FUTURE**
8.5x11

Sample Social Media Posts

Find news updates and social media suggestions at <https://www.cdse.edu/itawareness/index.html> under **News & Social Media**.

Designated National Insider Threat Awareness Month social media:

- Twitter: @InT_Aware #NITAM #NationalInsiderThreatAwarenessMonth
- Stakeholder accounts to follow and retweet: @TheCDSE, @DCSAGov @ODNIGov @NCSCgov @DHSgov
- Facebook: <https://www.facebook.com/pages/category/Interest/CDSE-Insider-Threat-Awareness-604498590023561/>
- Graphic Logo: Download 6 options at <https://www.cdse.edu/itawareness/index.html> under **Graphics & Posters**

Twitter Deck:

Twitter	Graphic or Product
September is National Insider Threat Awareness Month! We'll be promoting #resilience and #vigilance all month to help counter potential #InsiderThreat.	NITAM web page and banner or logo: https://cdse.edu/itawareness/index.html (under graphics)

Whistleblowers are NOT insider threats. Learn the difference and how you can appropriately report questionable government activity.	UA toolkit link: https://www.cdse.edu/toolkits/unauthorized/index.php
Stay current with our #InsiderThreat Sentry app! It's made with the vigilant user in mind and features games, posters, videos, and more. Available now in your favorite app store.	Promo video: https://youtu.be/5r5HakEOQQQ or app links: https://play.google.com/store/apps/details?id=com.quickseries.rca.insider.threat.sentry https://apps.apple.com/us/app/insider-threat-sentry/id1517073713?ls=1
Take awareness with you wherever you go. Our new #InsiderThreat Sentry app is made with the vigilant user in mind and features games, posters, videos, and more to keep you engaged and aware. Available now in your favorite app store.	Promo video: https://youtu.be/5r5HakEOQQQ or app links: https://play.google.com/store/apps/details?id=com.quickseries.rca.insider.threat.sentry https://apps.apple.com/us/app/insider-threat-sentry/id1517073713?ls=1

Download the entire **Sample Social Media file**: <https://www.cdse.edu/documents/toolkits-insider/it-sample-social-media-posts.pdf>

Facebook:

Facebook	Graphic or Product
Nothing about 2020 has been easy. From COVID19 to political and cultural fissures, many people are feeling stressed, strained, and unsure of where to turn. #InsiderThreat programs can provide positive interventions when people are struggling, offering them help and preventing potential insider threats.	Insider threat toolkit: https://www.cdse.edu/toolkits/insider/index.php or any NITAM 2020 resilience product: https://cdse.edu/itawareness/index.html
Does your organization know the difference between legitimate, protected whistleblowing and unauthorized disclosure? Encourage employees to learn more and prevent inadvertent #InsiderThreat.	Leaks/spills poster, Whistleblowing poster, UA poster: https://www.cdse.edu/resources/posters.html
Many people are facing adversity and tough times. If you find yourself struggling, know that you're not alone. Prioritize your mental wellness and reach out for help if you need it. A helping hand makes you stronger and isn't a sign of weakness.	DNI wellness module: https://www.dni.gov/ncsc/Mental-Wellness/index.html or Resilience toolkit tab: https://www.cdse.edu/toolkits/insider/resilience.html or any NITAM resilience product: https://cdse.edu/itawareness/index.html

Download the entire **Sample Social Media file**: <https://www.cdse.edu/documents/toolkits-insider/it-sample-social-media-posts.pdf>