

INSIDER THREAT VIGILANCE CAMPAIGN GUIDE



CDSE Center for Development
of Security Excellence

QUESTIONS AND ANSWERS

HOW TO BUILD AN INSIDER THREAT VIGILANCE CAMPAIGN FOR YOUR COMPONENT, AGENCY, CLEARED INDUSTRY FACILITY, OR ORGANIZATION.

INSIDER THREAT AWARENESS is not a one-time event. By providing frequent reminders in a variety of mediums, you are more likely to increase the vigilance of your personnel and encourage awareness and reporting.

To highlight the importance of vigilance and provide ample engagement opportunities, September is designated as National Insider Threat Awareness Month. Each year, for the entire month, we emphasize the importance of safeguarding against insider threats and share tactics and best practices for doing so.

To help you create an effective Insider Threat Vigilance Campaign throughout the rest of the year, this guide provides the information, tools, policy guidance, materials, and references you need.

“I know I’m required to provide annual insider threat awareness training to my personnel, but is that enough? How do I sustain the reporting and awareness message year round?”



WHAT IS A VIGILANCE CAMPAIGN?

A Vigilance Campaign is an ongoing, continual communication program that uses a variety of platforms such as posters, videos, briefings, and internet sites to keep insider threat awareness and reporting requirements in the forefront of personnel.

WHY DO I NEED A VIGILANCE CAMPAIGN?

[Executive Order 13587](#), [NISPOM CHANGE 2](#), and [DoDD 5205.16](#) mandate annual insider threat training for industry, executive branches, and DoD components. This mandate is typically met by requiring that the same training presentation be viewed and a new certificate of completion be issued annually. This approach often leads to participants quickly forwarding through the presentation just to get to the certificate at the end. However, in order to be truly effective, annual training can only be a part of the solution. An ongoing, continual campaign using a variety of communication methods is an effective means to help the workforce maintain vigilance against the insider threat.

Successful insider threat awareness training instills in all personnel, both those with clearances and those without, a vigilance mindset. In addition to continually reinforcing messages in the annually required insider threat awareness training, creating a vigilance mindset will constantly refresh and reinforce key insider threat concepts.

IS A VIGILANCE CAMPAIGN MANDATED BY POLICY OR DIRECTIVE?

While an Insider Threat Vigilance Campaign is not specifically required, the following policies and directives require annual Insider Threat Awareness training: Executive Order 13587, Structural Reforms to Improve the Security of Classified Networks and the Responsible Sharing and Safeguarding of Classified Information; the White House National Insider Threat Policy and Minimum Standards for Executive Branch Insider Threat Programs (“Policy and Standards”), dated 21 November 2012; and the National Industrial Security Program Operating Manual, Change 2.

Additionally, DoDD 5205.16 mandates annual insider threat training for all DoD employees, contractors, and volunteers. An Insider Threat Vigilance Campaign should supplement and enhance the required annual training.

WHAT ARE THE GOALS OF A VIGILANCE CAMPAIGN?

The Insider Threat Vigilance Campaign is built on the foundation of required annual training in insider threat awareness as required by executive order and DoD policy. This annual training must be completed and documented by all employees and contractors. However, once-a-year training is

not enough to keep the risks and potential damage at bay. For any insider threat program to be fully successful, it must keep the awareness message first and foremost in the mind of the workforce. To achieve this objective, the Insider Threat Vigilance Campaign have multiple characteristics:

- Ease of implementation
- Short duration
- Frequent repetition
- Consistent messaging
- Varied presentation methods so as to appear different to the user each time
- Tailored to the workforce
- Reinforcing reporting requirements and contact points

WHO IS AFFECTED BY A VIGILANCE CAMPAIGN?

Audiences identified for Insider Threat Vigilance Campaign materials include personnel; privileged and trusted users of information; organization leaders; and the general workforce.

HOW CAN I IMPLEMENT A VIGILANCE CAMPAIGN?

This document provides guidance for developing an Insider Threat Vigilance campaign for the individual DoD component or agency, cleared industry facility, or other organization. It provides instructions to building a DIY campaign, or you can use our pre-built kit for 2020.

Additionally, September has been designated National Insider Threat Awareness Month. CDSE partners with the NITTF, OUSD(I), DCSA, and other stakeholders to provide a messaging communications package and special events throughout the month. To further supplement your vigilance campaign, there is an extensive library of additional resources under the vigilance tab of the CDSE's insider threat toolkit.

MATERIALS

WHAT RESOURCES CAN HELP ME SUSTAIN A VIGILANCE CAMPAIGN?

To ensure that all materials are consistent with communications and messaging guidance for all DoD enterprise insider threat programs, CDSE has partnered with the OUSD(I) Insider Threat Program Office and the DoD Insider Threat Management and Analysis Center (DITMAC). [DITMAC](#) has additional materials specifically developed for DoD component insider threat programs.

Use a mix of tactics to make your vigilance campaign dynamic and engaging:

- Insider threat poster or theme contests
- Leadership meetings or brown bag sessions
- Mobile apps, videos, or graphics
- Providing insider threat personnel a short elevator speech they can deliver in three minutes
- Creating an insider threat awareness day or participating in National Insider Threat Awareness Month each September

NOTE: THE DITMAC WEB LINK REQUIRES A COMMON ACCESS CARD WITH VALID DOD CERTIFICATES.

CAN I CUSTOMIZE A VIGILANCE CAMPAIGN?

CDSE has extensive resources for use in developing a vigilance mindset in all members of your organization. They are copyright free and available for use, so feel free to customize as you wish. To maximize the effectiveness of your entire vigilance campaign, CDSE recommends a diverse mixture of the following materials as you customize your yearlong plan:

[Posters](#)

[Case Studies](#)

[Pamphlets](#)

[Videos](#)

[Games](#)

[Security Shorts](#)

[Webinars](#)

[Toolkits](#)

NOTE: ALL ORGANIZATIONS SHOULD CONSULT WITH THEIR PUBLIC AFFAIRS OFFICE BEFORE RELEASING MATERIALS.

Want something different? All materials are available under the vigilance tab of the CDSE's Insider Threat Toolkit.

Reference: [Presidential Memorandum](#) - National Insider Threat Policy and Minimum Standards for Executive Branch Insider Threat Programs (Dated November 21, 2012)

SAMPLE PLAN

A Vigilance Campaign is an ongoing, continual communication program that uses a variety of platforms such as posters, videos, briefings, and internet sites to keep insider threat awareness and reporting requirements in the forefront of personnel.

JANUARY:	<u>"Organizational Trust" Vigilance Series Video</u>
FEBRUARY:	<u>"Nine Simple Words" Security Awareness Game</u>
MARCH:	<u>"Indicators" Vigilance Series Video</u>
APRIL:	<u>"Concentration" Security Awareness Game</u>
MAY:	<u>"Behavioral Indicators of an Active Shooter" Micro-Learn</u>
JUNE:	<u>"If You See Something, Say Something" Vigilance Video Series</u>
JULY:	<u>"Any Given Day" National Insider Threat Task Force Video</u>
AUGUST:	<u>"Outcomes" Vigilance Video Series</u>
SEPTEMBER:	<u>Inaugural National Insider Awareness Month Event Video</u>
OCTOBER:	<u>"Cybersecurity" Insider Threat Video Lesson</u>
NOVEMBER:	<u>"Insider Threat in Critical Infrastructure" Micro-Learn</u>
DECEMBER:	<u>"Engineering a Traitor" Graphic Novella</u>

Want more insider threat info? [Email us](#) anytime. We look forward to hearing from you!



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