

How to Communicate a Cybersecurity Awareness Campaign in 14 Steps

Pre-campaign

- 1 Start early - ideally 6-8 weeks before as a minimum
- 2 Consider your objectives & KPIs, and ways of measuring these
- 3 Gather baseline metrics
- 4 Decide on, and understand, your audience
- 5 Consider what resources you have available to use
- 6 Source your awareness materials
- 7 Craft your messaging

Live-campaign

- 8 Launch the campaign with a communication!
- 9 Conduct training sessions and send out communications
- 10 Monitor and tweak where necessary

Post-campaign

- 11 Enjoy the feedback
- 12 Gather post-campaign metrics
- 13 Conduct a post-campaign analysis
- 14 Send out wrap-up communications