Data Classification

Understanding what data is public vs. private is essential for your users to know if they are protecting your organization's classified information. Including Data Classification in their cybersecurity training will ensure they know what they can and cannot share!

ENGAGEMENT TIMELINE

Week 1
Trailer Released
Email Messaging
One Liner Messaging

Week 2
One Pager
Email Messaging
One Liner Messaging

Week 3
Include Blog
Email Messaging
One Liner Messaging

Week 4
Email Messaging
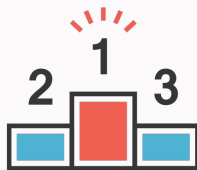One Liner Messaging

End of Campaign
Leaderboard/Winners
Next Campaign
Email Messaging
One Liner Messaging

MESSAGING DELIVERABLE CHECKLIST

- ❏ Scheduled Content

- ❏ Newsletter

- ❏ Associated Blog(s)

- ❏ Flyer

- ❏ Web Banner

- ❏ Scheduled Email Messaging (weekly)

- ❏ Scheduled One-Liner Messaging (weekly)

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INCENTIVE INSPIRATION

Incentivize your users to participate by offering the Campaign Winner a prize for earning the top spot or create a raffle for users who earned the top 10, 20, or 50 spots on the Leaderboard
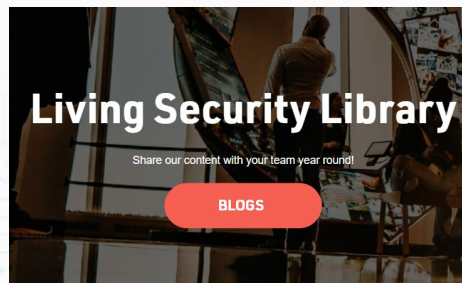
- Giftcards

- Security Blankets

- Laptop Stickers "Data Classification Campaign Champion"

- Lunch with CISO, Exec, or other Leadership

- Additional Holiday/Half-day

- Security Champion Baseball Caps

- Champion Branded Virtual Background for Web Conferencing System

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MARKETING DELIVERABLES AND ATTACHMENTS

Flyer
Click image to download

Blogs
Copy and paste a blog to
your internal site

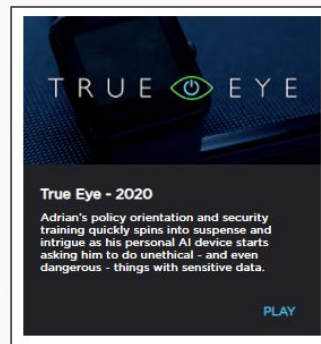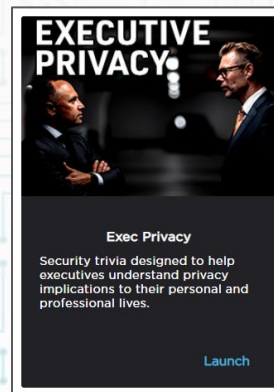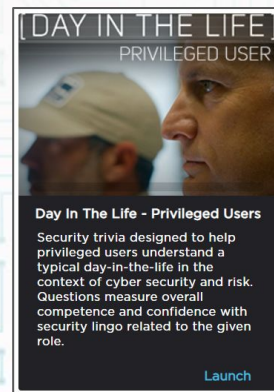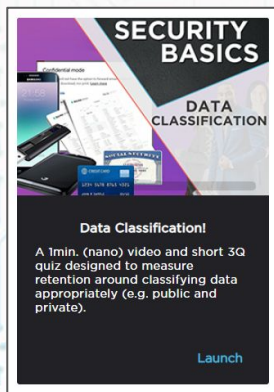**Web Banner**
Click image to download

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RELATED CONTENT

SERIES (click on image for Series specific marketing)

True Eye - 2020

Adrian's policy orientation and security training quickly spins into suspense and intrigue as his personal AI device starts asking him to do unethical – and even dangerous - things with sensitive data.

PLAY

MODULES (click on image for Content Catalog)

Data Classification!

A 1min. (nano) video and short 3Q quiz designed to measure retention around classifying data appropriately (e.g. public and private).

Launch

Big Idea - Data Classification

In this module, users will learn about basic distinctions between public and private data, nuances in classification and that data is everyone's responsibility.

Launch

Day In The Life - Privileged Users

Security trivia designed to help privileged users understand a typical day-in-the-life in the context of cyber security and risk. Questions measure overall competence and confidence with security lingo related to the given role.

Launch

Exec Privacy

Security trivia designed to help executives understand privacy implications to their personal and professional lives.

Launch

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WEEKLY MESSAGING

Week 1

[Greeting]

Shh...TOP SECRET! By joining an organization or company you take on the responsibility of keeping private information to yourself. Think about it like joining a club with top secret information only people in the club should have access to. The first rule…

(Include Trailer if using Series)

[Closing]

Week 2

[Greeting]

Just like you would never want to give someone with lactose intolerance a big bowl of ice cream, you would never want to give classified information to someone who should not have it. Knowing what someone should or should not have is key when classifying data... as well as properly labeling the milk!

Want to know more, check out the attachment!

[Closing]

[Attach One Pager]

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WEEKLY MESSAGING

Week 3

[Greeting]

Have you ever been on diet? It's important to put types of food into healthy vs non-healthy categories to be successful; or if you're doing Keto, low carb vs not. So you better know which diet you are doing in order to eat the right food. That's how data classification works! Even if you know standard classification, it's important to learn our data classification policy.

Check out more about data classification here: [insert link to blog on company site]

[Closing]

Week 4

[Greeting]

Along with most aspects of security awareness, if you are unsure if something is safe to share outside of the organization - ASK! Just like you would ask a friend first before sharing information about them to another person, always make sure your company is comfortable with the things you are sharing elsewhere. It really is as simple as asking!

[Closing]

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ADDITIONAL MESSAGING

Encryption Messaging

[Greeting]

Did you pass notes in school as a kid? Of course you did! To be extra secretive did you ever write you message in a secret code, just in case it was intercepted? Encryption works the same way! It ensures that even if a cyber criminal manages to access where your data is stored, none of your data can actually be read. It is protected behind encryption and they would need a special key to unlock it.

Check out more about encrypting your data here: [companyname].livingsecurity.com

[Closing]

Privileged User Messaging

[Greeting]

With privileged access comes more responsibility. Executives who participate in security awareness activities are more likely to make risk-based decisions, improve customer confidence, allocate appropriate resources for breach mitigation, and create or enhance security corporate culture.

All companies are data companies, so help us protect ours!

[Closing]

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ADDITIONAL MESSAGING

Gamified Messaging

[Greeting]

Hungry for a little competition 🍕🍕🍕? Check out the freshly served up Data Classification trainings at [companyname].livingsecurity.com! Every correct question will earn you 💰 points💰 on the Leaderboard and bragging rights to take to the next company happy hour 🍻. Take a bite out of the competition today🥨!

[Closing]

End of Campaign

[Greeting]

Congratulations to all of the players who participated in the Data Classification Campaign! The winners of the Campaign are listed below and will be awarded awesome prizes. Check out where you ranked on the Leaderboard at [companyname].livingsecurity.com!

[Insert Top Users/Winners of prizes]

Check out the next Campaign for your chance to score big and win prizes!

[Closing]

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ONE LINER MESSAGING

(FOR SLACK, YAMMER, ETC)

- Did you know your company org. chart is private information that should never be shared with anyone outside the organization? It's important to understand what could be a threat in the hands of the wrong person.

- Take ownership of the data you have access to within the company. Every email, Slack, Yammer, and video call conversation are are private conversations to keep internally. Unsure if something is safe to share? Ask your Security Team!

- The first step to protecting company information is understanding what data is private vs. public. Check out the newly released Modules at [companyname].livingsecurity.com to learn more!

- Every company is a data company! Learn how to protect yourself and your organization at [companyname].livingsecurity.com.

- Add another layer of protection to your data by encrypting your information when sending to another user or even just when storing!

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