



STOP | THINK | CONNECT

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STOP. THINK. CONNECT. Campaign Overview & Background



About STOP. THINK. CONNECT.

The campaign was developed by the STOP. THINK. CONNECT. Messaging Convention, a public-private partnership established in 2009 and led by The [Anti-Phishing Working Group](http://www.apwg.org) (APWG) and [National Cyber Security Alliance](http://www.nscsa.org) (NCSA) to develop and support a national cybersecurity awareness campaign. In October 2010 the campaign was launched in the United States.

Industry, government, non-profits and education institutions participate in STOP. THINK. CONNECT. Learn how to get involved at www.stopthinkconnect.org.

STOP. THINK. CONNECT. Founding Companies

ADP	PayPal
AT&T	RSA, The Security Division of EMC
Costco	
ESET	SAIC
Experian	Symantec
Facebook	TrendMicro
Good Research	VeriSign
Google	Verizon
Intuit	Visa
Intel	Walmart
McAfee, Inc.	Webroot
Microsoft	Yahoo!

STOP. THINK. CONNECT. is a coordinated message to help all digital citizens stay safer and more secure online. The message was created by an unprecedented coalition of private companies, nonprofits and government organizations.

The Anti-Phishing Working Group (APWG) and National Cyber Security Alliance (NCSA) led the effort to find a unified online safety and security message that could be adopted across public and private sectors.

STOP. THINK. CONNECT. is a positive, action oriented campaign based on consumer research. The research supporting the message clearly showed us that people want to feel empowered and in control. The campaign maintains a positive and action oriented approach. The notion of connection is to enjoy the many benefits of the Internet

Goals & Objectives

We encourage everyone to be more vigilant about practicing safe, online habits; work to ensure that Internet safety and security is perceived as a shared responsibility at home, in the workplace, and throughout our communities; and strive to transform the way the public and private sectors and government collaborate to make cybersecurity a reality.

Our goal is to help everyone understand not only the risks that come with using the Internet, but also the importance of practicing safe and secure online behavior.

We aim to:

- Increase and reinforce awareness of cybersecurity, including associated risks and threats, and provide solutions for increasing cybersecurity.
- Communicate approaches and strategies for the public to keep themselves, their families and their communities safer online.

- Shift perception of cybersecurity among the public from avoidance of the unknown and a feeling of helplessness to acknowledgement of shared responsibility and empowerment over
- Engage the public, the private sector, and local and national governments in our effort to improve cybersecurity.
- Increase the number of industry, government, and community-based organizations engaged in educating the public about cybersecurity and what everyone can do to protect themselves online.

STOP. THINK. CONNECT. General statement:

When you cross the street, you look both ways so make sure it's safe. Staying safe on the Internet is similar. It takes some common sense steps — **STOP. THINK. CONNECT.**

STOP. THINK. CONNECT. Protect yourself and help keep the web a safer place for everyone.

STOP. Before you use the Internet, take time to understand the risks and learn how to spot potential problems.

THINK. Take a moment to be certain the path is clear ahead. Watch for warning signs and consider how your actions online could impact your safety, or your family's.

CONNECT. Enjoy the Internet with greater confidence, knowing you've taken the right steps to safeguard yourself and your computer.

Current Research:

American public is highly aware of online security issues, yet lacks specific action info. Citizens see their positive actions can impact the larger community. As I protect myself, those I love, I also protect the larger community. HOWEVER they don't make connection that their actions put others at risk. Online decisions are based on common sense, things they can control. Related personal values: personal security, peace of mind, control, confidence.

Concepts that resonate:

- Safer for Me—More Secure for All.
- Keep a Clean Machine
- Share With Care.
- Be Web Wise.

Strategic hinge:

- **Common sense/personal responsibility/control/peace of mind.** Things I do, and can control, such as updating security software, firewalls, refreshed passwords, **Lead** to sense of protection, comfort, confidence; these things protect me and those close to me. I'm confident online.

- **Leads** to personal security/peace of mind.
- **Bridges** to impact on others—my actions lead to an Internet that's safer, more secure for all.

International Campaign Partners

The STOP. THINK. CONNECT. campaign is going global. In 2011 the STOP. THINK. CONNECT. Messaging Convention created the International Campaign Partner Program as a way to address the worldwide problems of cybercrime by expanding our educational and awareness messaging to countries across the globe.

The Messaging Convention is partnering with national government agencies to establish the campaign on the ground in every nation to globalize awareness messaging and to counter the global menace of cybersecurity threats.

- We've established domain names for The STOP. THINK. CONNECT. campaign under more than 30 regional and national Top Level Domains to be managed by our globalization partners.
- We've translated the STOP. THINK. CONNECT. slogan, tips, and advice into 13 languages and have made these materials available to international communities as we will to our International Campaign Partners.
- The Messaging Convention will provide our International Campaign Partners with a pre-registered STOP. THINK. CONNECT. domain name under their country's TLD and, in some cases, pre-translated content to populate a national STOP. THINK. CONNECT. website.
- We're asking that our international partners vet our translations for precision and accuracy; complete the translations the Messaging Convention did not have the resources to develop; establish website resources to host the campaign's cybersecurity awareness messaging; and cultivate the STOP. THINK. CONNECT. campaign as a permanent government program.

NGOs, national Computer Response Teams, national government agencies and non-profit associations that are interested in becoming an International Campaign Partner should contact us at: info@stopthinkconnect.org.

Become a partner of the campaign to fully integrate the icon and messaging as part of your education and awareness efforts. We are striving to create a strong brand around STOP. THINK. CONNECT. and as such have a license, style and editorial guidelines to follow. The STOP. THINK. CONNECT. Messaging Convention believes that this campaign should be global in nature. We are committed to working with governments, organizations and those proponents of the campaign to come to the appropriate agreements to allow for broad, global dissemination.