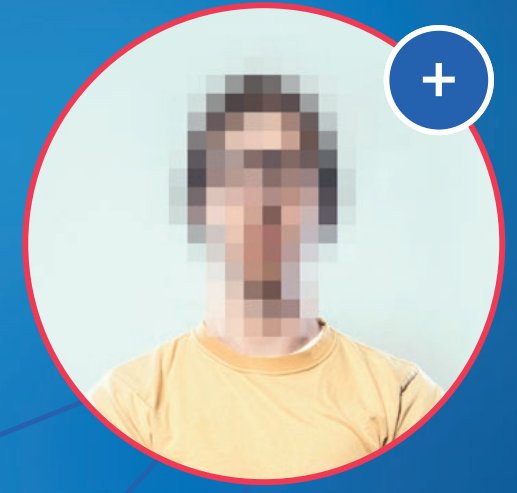




# Think before you link

Senior briefing pack



# Overview

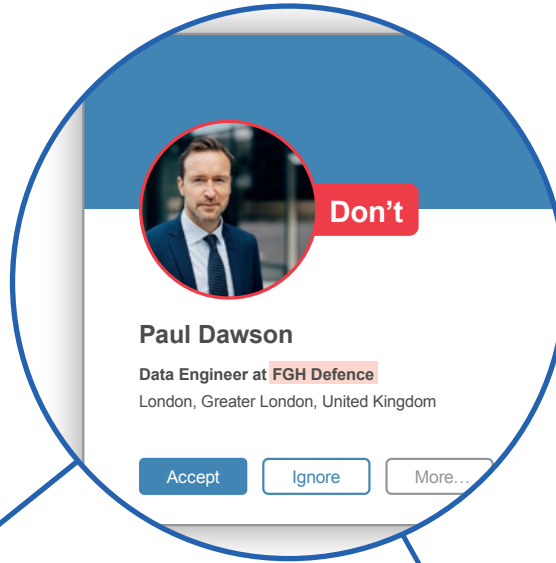
1. What is the threat?
2. Key advice
3. Benefits of the campaign
4. Campaign materials
5. Time and resourcing



# The Threat

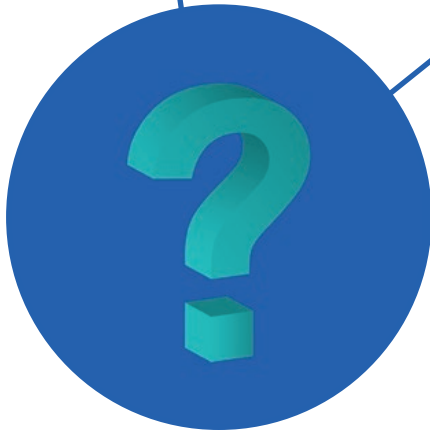


**What?** Hostile actors using online platforms to approach individuals.



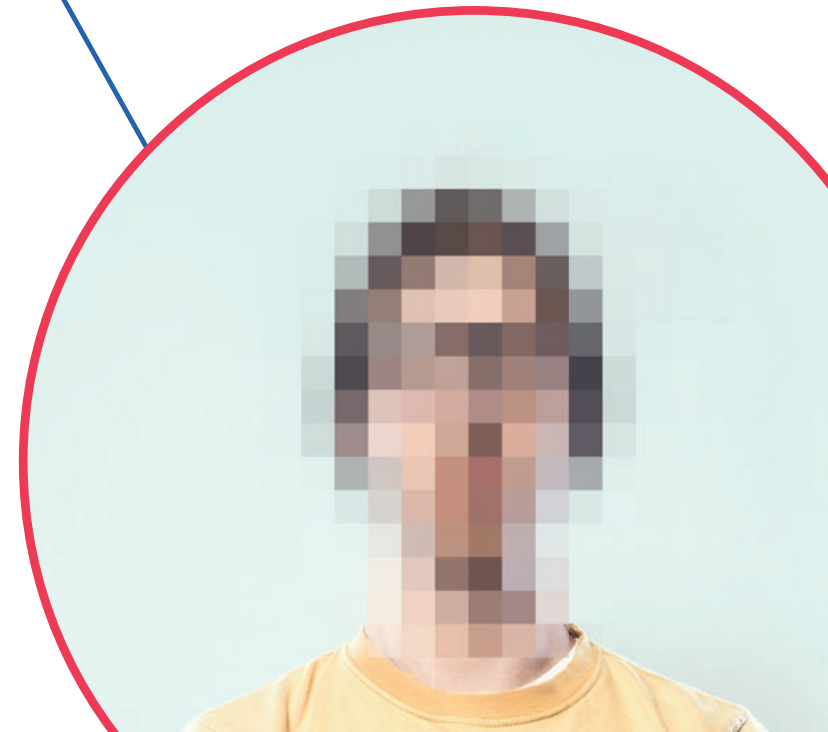
**Who?** Those who:

- Identify as an employee or member of HMG or Civil Service
- Identify as working in the private sector or academia with access to classified or commercially sensitive technology or research either directly or indirectly (such as the defence industry)
- Mention that they have security clearances, especially Security Cleared (SC) or Developed Vetting (DV)



**Why?** Recruitment of UK and Western nationals to act as agents to provide them with sensitive intelligence.

**How?** Approaching individuals online offering 'unique' business opportunities



## Advice given– the 4 R's

**R**ecognise

the profile?

**R**ealise

the potential threat

**R**eport

to your Security Manager

**R**emove

them from your network





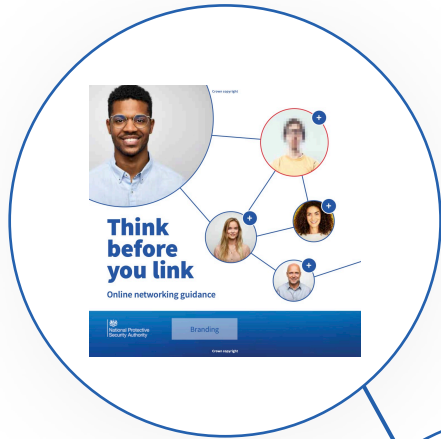
## Why is this relevant to you?

- It raises awareness of the threat amongst staff
- Motivates users to be vigilant and take appropriate action
- Encourages users to take action to prevent making themselves a target online
- The consequences of engaging with these profiles can be extremely damaging
- It makes it harder for malicious profiles to use social and professional networks to target individuals.

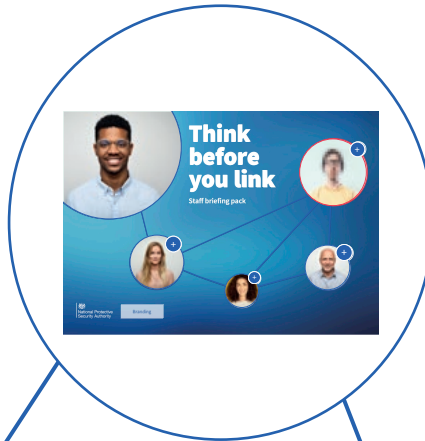


# Campaign materials

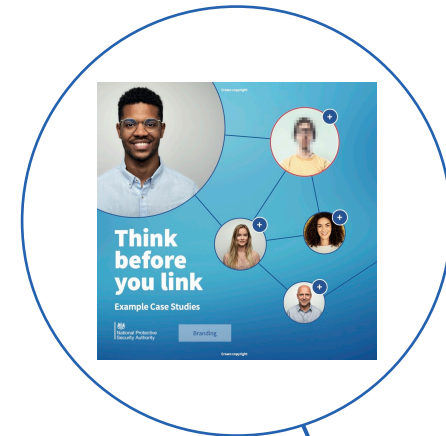
## Guidance for staff



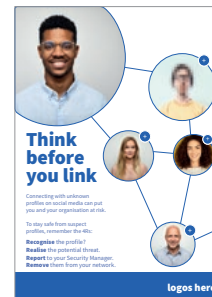
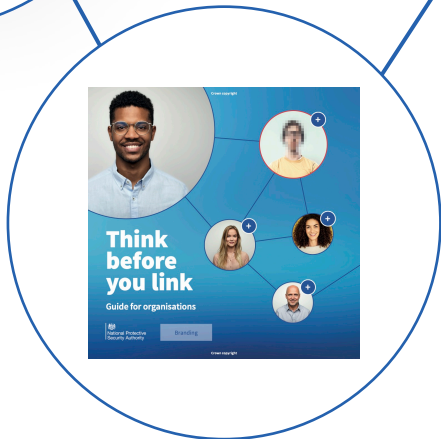
## Staff slide decks



## Case studies



## Guidance for organisations



## Poster sets



## Wallet cards





# Time and resources

Pre-campaign 4-6 weeks		Live campaign 12 weeks		Post-campaign 4 weeks post-campaign	
Activities	Resources	Activities	Resources	Activities	Resources
<ul style="list-style-type: none"> <li>Stakeholder engagement</li> </ul>	<ul style="list-style-type: none"> <li>Senior Briefing packs</li> </ul>	<ul style="list-style-type: none"> <li>Briefings to key staff</li> </ul>	<ul style="list-style-type: none"> <li>Staff briefing packs</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate reporting statistics</li> </ul>	<ul style="list-style-type: none"> <li>NPSA Embedding Security Behaviours Using the 5Es</li> </ul>
<ul style="list-style-type: none"> <li>Gain senior Buy-in</li> </ul>	<ul style="list-style-type: none"> <li>Organisation guide</li> </ul>	<ul style="list-style-type: none"> <li>Communications from senior figures/relevant experts</li> </ul>	<ul style="list-style-type: none"> <li>Posters</li> </ul>	<ul style="list-style-type: none"> <li>Post-campaign surveys or focus groups</li> </ul>	<ul style="list-style-type: none"> <li>NPSA Guidance: Evaluation Guide for Internal Security Behaviour Campaigns</li> </ul>
<ul style="list-style-type: none"> <li>Develop a communications plan</li> </ul>	<ul style="list-style-type: none"> <li>NPSA Embedding Security Behaviours Using the 5Es</li> </ul>	<ul style="list-style-type: none"> <li>Launch poster materials</li> </ul>	<ul style="list-style-type: none"> <li>Staff guide</li> </ul>	<ul style="list-style-type: none"> <li>Monitor other feedback channels</li> </ul>	<ul style="list-style-type: none"> <li>Organisation Guide</li> </ul>
<ul style="list-style-type: none"> <li>Prepare or adapt materials</li> </ul>		<ul style="list-style-type: none"> <li>Embed briefings and materials into existing delivery mechanisms (e.g. new joiners)</li> </ul>	<ul style="list-style-type: none"> <li>Flyer</li> </ul>	<ul style="list-style-type: none"> <li>Maintain upkeep of campaign materials for ongoing security briefings (e.g. induction, leavers).</li> </ul>	
<ul style="list-style-type: none"> <li>Review reporting mechanisms</li> </ul>			<ul style="list-style-type: none"> <li>Case studies</li> </ul>		
<ul style="list-style-type: none"> <li>Baseline evaluation metrics</li> </ul>			<ul style="list-style-type: none"> <li>Supporting materials</li> </ul>		



# Posters with 4 R's



## Think before you link

Connecting with unknown profiles on social media can put you and your organisation at risk.

To stay safe from suspect profiles, remember the 4Rs:

- Recognise** the profile?
- Realise** the potential threat.
- Report** to your Security Manager.
- Remove** them from your network.

logos here



## Connection or con?

Your new connections aren't always who they say, and this can put you and your organisation at risk.

To stay safe from suspect profiles, remember the 4Rs:

- Recognise** the profile?
- Realise** the potential threat.
- Report** to your Security Manager.
- Remove** them from your network.

logos here





**Any questions?**

