

TOP 10 TIPS FOR CREATING SECURITY AWARENESS IN YOUR ORGANIZATION



Creating awareness in your business about the importance of IT security can be difficult, so we've put together 10 tips to help make communicating the issues of security to your business a little easier.



1

Address your audience correctly

Avoid calling anyone a "user." It's impersonal and can leave your audience feeling a little disassociated from what you're saying. Use "employee," "colleague" or "person" instead.

2

Use the right tone of voice

An approachable and friendly tone will help you communicate to your audience more effectively, ensuring you can educate your colleagues on what they can each do to protect the business.

3

Get support from the HR and legal teams

Where necessary, they can put real policies in place and provide support if breaches occur.

4

Keep colleagues informed

Consider the timing and frequency of your IT security inductions and briefings. Ensure they are regular and memorable.

5

Use your imagination

There are lots of ways to make information more engaging. The more creative and interesting, the greater the chances it will be read. Try comic strips, posters and quizzes.

6

Review your efforts

Has your information sunk in? Test your colleagues and see what they have remembered and what they have forgotten. A quiz on the top five IT security issues is a good place to start.

7

Make it personal

Tapping into your colleagues' self-interests will help them gain a better understanding of the importance and context of IT security. For example, discuss how security breaches might affect their mobile devices.



8

Avoid jargon

Most people will not have the same depth of knowledge as you, so make sure you explain everything in a way that is easy to understand.

9

Encourage an open dialogue

Ensure people understand the consequences of a security breach and the importance of keeping you informed. Some may fear that they will be disciplined if they have clicked on a phishing email and, as a result, avoid notifying the correct people.

10

Consult the marketing team

When it comes to internal communications within your organization, they are the experts—so ask for their help on how to best engage your colleagues.

