



2015-16 ISO Communication Plan

*Prepared by: Ben Woelk
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Summary

Rochester Institute of Technology's population changes rapidly. We have adjunct faculty coming and going, remote students and faculty, and new students entering and others graduating every semester. Also our volume is constantly in flux with the different population during breaks versus semesters. With these factors, we always have an opportunity to educate fresh minds, and a need to keep the population up-to-date on best practices and the latest threats.

This communication plan covers our strategies for the 2015-2016 academic year.

Goals

Rochester Institute of Technology's diverse and changing population requires a multi-faceted communication plan focused on:

- Increasing knowledge of and compliance with Standards
- Increased RIT community engagement
- Informing the entire population of threats.
- Educating new members of the RIT community on Information Security topics.
- Maintaining current information outputs and engagement on Information Security topics.
- Creating new avenues for communication to expand awareness of Information Security office.
- Informing the community of new initiatives from the Information Security office.

Strategies

- Reinforce Knowledge of Standards—we will increase knowledge of and compliance with ISO Standards by providing communications reminding the RIT community of standards at the beginning of fall and spring semesters.
- Provide Security Awareness Baseline for students—New Student Orientation, Digital Self Defense for Incoming Students.
- Outreach Consistently - We will have communications weekly through a variety of methods.
- Provide Creative/fun Deliverables - Focus on eye-catching graphics and interactive content, not just text. We must get their attention.
- Leverage New Communication Channels - Create new means to communicate (additional social media, print media, bus posters, and wellness fair?).
- Introduce a Cyber Heroes program to recognize staff who are reporting phishing attempts and otherwise demonstrating that they're following good security practices
- Make it Personal—"What's in it for me?" fulfillment. People will be more engaged if they see a benefit for themselves. This is achieved with a combination of:

- Emphasizing home use and applicability to RIT.
- Easy to implement best practices.
- Presenting factual stakes of non-compliance.
- Learning concepts through interactive elements.
- Provide enhanced support for communications and training to departments likely to be targeted.
- Update and reintroduce instructor-led training (Digital Self Defense 101)
- Leverage and contribute to awareness messaging available through the EDUCAUSE Higher Education Information Security Council Awareness & Training Working Group.
- Partner with selected third party social networking provider activities for October Cyber Security Awareness Month.
 - Google Alerts exercise
 - Spear phishing
 - Sharing third party social networking provider security awareness content, including their speaker series (video conferencing)
- Participate in RIT Benefits Fair, demonstrating current threats, answering questions

Target Audiences

Audience Member	How They Like to be Communicated With	Best Methods to Communicate
Students	Short messages, online, strong "what's in it for me?" value	New Student Orientation, Social media, interactive activities/training, events, Reporter and other print materials, RIT News and Events
Faculty/Staff	Short & non-technical messages, focus on "what's required of me?", strong "what's in it for me?" value	E-Learning Courses, ILT courses, email, website, social media, RIT News and Events, fall benefits fair
Controller's Office and Other Targeted Departments	Short & non-technical messages, focus on "what's required of me?", strong "what's in it for me?" value	Spear phishing and spam examples, target hardening through internal spear phishing
Systems Administrators	More technical messages; focus on "how does this affect my job?"	Wiki, email (campusit-admins), quarterly ISO updates
Executive Leadership	Only "required to know" content, facts and figures, strong "what's in it for the college?" or "what are the risks of not doing it?" value	Memos/business documents, email alerts, in-person meetings

Communications Channels/Vehicles	Audience	Messaging
ISO Website	Faculty/staff/students	Information about ISO initiatives, standards, best practices, and awareness. Some refresh needed.
New Student Orientation	Students	Resource table at move-in, new student resource guide, Digital Self Defense Lightning Talks for New Students
New Faculty Orientation	Faculty	Resource table during resource fair. General awareness, discussion of RIT security standards.
New Employee Orientation	Staff	Awareness Brochures
Wiki, email (campusit-admins), quarterly ISO updates	Systems admins, IT support	More technical messages; focus on "how does this affect my job?"
TBD	Executive Leadership	Memos/business documents, email alerts, in-person meetings
Social Media	Students, faculty, and staff	Facebook, Twitter, Pinterest, Instagram, YouTube?, RIT Reddit (dropping FourSquare); will preschedule core information posts. Add additional ad hoc posts.
DSD101	Staff (some faculty, students)	Offered through CPD; twice a semester instructor-led class focusing on awareness
DSD103	Staff (some faculty, students)	Information Handling Course for anyone handling Private or Confidential information. Self-paced online course.
RIT News and Events	Faculty, staff, students	Announcement of Cyber Security Awareness Month activities; ad hoc messages
Awareness brochures	Faculty, staff, students	Security standards, security best practices

Communications Channels/Vehicles	Audience	Messaging
Posters/Tabletop tent cards	Faculty, staff, students	Security awareness, ad hoc incident messaging
RIT Bus advertising	Students	Redesign current and create new posters for bus racks
Benefits Fair table	Staff	General awareness, recognizing phishing, introducing Cyber Hero recognition program.
National Cyber Security Awareness Month Activities	Faculty, staff, students	Partnering with the Department of Computing Security and third party social networking provider to present speakers, awareness messaging and exercises in October 2015.
Printed booklet and presentation	Controller's Office	Identifying Spear phishing and scams
Message Center Alerts and Advisories	Faculty, staff, students	Alerts and advisories
YouTube videos	Faculty, staff, students	TBD. Depends on student worker skillset.

Evaluation/Metrics

- Capturing useful metrics around security awareness has proven to be a challenge across Higher Education. Using RIT Clipboard, we will create a quiz for students/faculty/staff to take in the fall. Using this information, we can report on the most commonly missed questions to help us target our content. We will offer the same quiz in the spring to evaluate how increased awareness.
- All of our social media venues provide some statistics to help us assess outreach. Social Media Metrics are available in Appendix D.

Resourcing Assumptions

Monthly Topics and Activities (Campaigns)

See Appendix B.

Other Communications Projects

See Appendix C.

Social Media Metrics

See Appendix D.



2015-16 ISO Communication Plan

Appendix B: Monthly Topics and Activities

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Summary

The awareness plan for 2015-16 will focus on one main topic each month, but will include additional messaging. We're doing this because the urgency of some topics may outweigh others and depending on the specific topic, once each year is insufficient.

This communication plan covers our monthly strategies for the 2015-2016 academic year.

Monthly Topics

Month	Key Topic	Secondary Topics
August	Pre semester, orientation activities	New Student Orientation, Social media enrollment, safe browsing, DSD101—Intro to Digital Self Defense class
September	New students, new semester, new threats	Strong passwords, intro to standards, how the Infosec office will communicate with you, recognizing spear phishing, DSD101—Intro to Digital Self Defense class
October	National Cyber Security Awareness Month, Phishing	Spear phishing and spam examples, target hardening through internal spear phishing, DSD101—Intro to Digital Self Defense class, working with Dept. of Computing Security/Facebook Security on October items, Begin Cyber Hero Recognition program/benefits fair table
November	No-Click November (think before you click)	Identity Theft, safe shopping
December	Scams and Hoaxes	Social media safety
January	Data Privacy Day/prep for Data Privacy Month	Online Privacy www.educause.edu/dpm , DSD101—Intro to Digital Self Defense class

Month	Key Topic	Secondary Topics
February	Ph(F)ebruary Phish	Offline Privacy (Data Privacy Month) www.educause.edu/dpm , intro to standards
March	Mobile Device Madness	Mobile Security Apps, DSD101—Intro to Digital Self Defense class
April	Spring cleaning	Reporting security threats, document destruction
May	Graduating to good passwords	Physical security and your mobile device, DSD101—Intro to Digital Self Defense class
June/July	Summer job scams	Safer traveling, lost devices

August Pre-Semester/Start of Semester

Deliverable	Medium	Notes
Get new brochures printed	Brochure/Handout	
Review all brochures and update as needed	Brochure/Handout	
Welcome to RIT faculty/staff email; reminder of standards	MessageCenter	
Survival Guide Reminder	FB/Twitter	
Welcome to RIT student post	FB/Twitter	
Safe use of Email Tip	FB/Twitter	
How to build a good online reputation	Google+ Page, ISO website	Build from DSD for students presentation
Path to orange striped school	Image	Themed image for August/September
Prepare content for Move-In Day Presentation	Other	Meeting on 8/13 Presentation on 8/21
New Faculty Orientation	brochures	Phishing quiz?
Current Infosec topics	FB/Twitter	Daily
Digital Self Defense 101	Presentation	8/6

September New Students, New Semester, New Threats

Deliverable	Medium	Notes
Recognizing Spear Phishing booklet for Controller's Office	Brochure/Handout	
September 8: Computer Virus Awareness Day	FB/Twitter	
Infosec website overview	FB/Twitter	
Another new target: e-readers	FB/Twitter	Sample topic
Here's a new target: cars!	FB/Twitter	Sample topic
Like Drive announcement	FB/Twitter/posters	
Phishing warning	FB/Twitter	Sample topic
Standard overview	FB/Twitter/Message Center	One standard each month
We have McAfee	FB/Twitter	
Current Infosec topics	FB/Twitter	Daily
Digital Self Defense 101	Presentation	9/16

October Cyber Security Awareness Month

Deliverable	Medium	Notes
Cyber Security Awareness Month Announcement of activities	MessageCenter, website	Use branding from NCSA
Current Infosec topics	FB/Twitter	daily
Standard overview	FB/Twitter/Message Center	One standard each month
Facebook Hactober activities		In conjunction with RIT Dept. of Computing Security
Fall benefits fair/Cyber Heroes program	Table,	Need to develop branding, recognition item, 10/28-29?
Speaker promos	FB/Twitter/New and Events	In conjunction with Dept of Computing Security
Feed from stay safe online	FB/Twitter	
Spyglass over 1s0s, people peeking	Image	
Social media postings	FB/Twitter/etc.	Sample topic

November No Click November

Deliverable	Medium	Notes
Pharming (Pharm-ville pun?)	FB/Twitter	Sample topic
malicious links post 1	FB/Twitter	Sample topic
Standard overview	FB/Twitter/Message Center	One standard each month
QR Codes can be scary too	FB/Twitter	Sample topic
Shortened links	FB/Twitter	Sample topic
BONUS! Daily Deal Traps	FB/Twitter	Sample topic
BONUS! Holiday shopping tips	News and Events? FB/Twitter	Sample topic

Closing out of pop-ups tip	FB/Twitter	Sample topic
Subverting links post 2	FB/Twitter	Sample topic
But it sounds urgent!	FB/Twitter	Sample topic
Ad clicking no-nos	Google+ Page, ISO website, FB/Twitter	
Remind: Browser settings check malicious links	Google+ Page, ISO website, FB/Twitter Google+ Page	
What are TrustMarks/Lock Icons	Google+ Page, ISO website, FB/Twitter	
Fast Facts on URLs	Google+ Page, ISO website, FB/Twitter	
Click it/ticket, think before click?	Image	
Current Infosec topics	FB/Twitter	daily

December—Scams and Hoaxes

Deliverable	Medium	Notes
Other scam alert	FB/Twitter	Sample topic
BONUS! Safe Shopping Quiz	FB/Twitter	
Even Searches for celebs can be dangerous	FB/Twitter	Sample topic
Holiday E-cards can be bad!	FB/Twitter	Sample topic
General info on Holiday Scams	FB/Twitter	
Evil snowman/penguin	Image	
End of year reminder	Poster	
Current scam example alert	RIT Website	
Put addl content under Online Safety	RIT Website	
Current Infosec topics	FB/Twitter	daily
Standard overview	FB/Twitter/Message Center	One standard each month

January—Data Privacy Month

Deliverable	Medium	Notes
Identity theft fact	FB/Twitter	Sample topic
4 things you think private but not	FB/Twitter	Sample topic
Standard overview	FB/Twitter/Message Center	One standard each month
Geotagging risks	FB/Twitter	Sample topic
Data Security Infographic	FB/Twitter	Sample topic
What to do if your identity is stolen	FB/Twitter	Sample topic
Database danger + removal	FB/Twitter	Sample topic
Frequent shopper cards	FB/Twitter	Sample topic

E-Filing safely	FB/Twitter	Sample topic
Search for yourself	FB/Twitter	Sample topic
Being in the know blog	Google+ Page, ISO website, FB/Twitter	
In depth identity theft blog	Google+ Page, ISO website, FB/Twitter	
What's private? Blog	Google+ Page, ISO website, FB/Twitter	
Locked treasure boxes	Image	
Current Infosec topics	FB/Twitter	daily

February--Phishing

Deliverable	Medium	Notes
Be careful who you are nice to	FB/Twitter	Sample topic
A Vish and a Smish?	FB/Twitter	Sample topic
Standard overview	FB/Twitter/Message Center	One standard each month
Anti-phishing games	FB/Twitter	TBD
Internet dating could be a phish	FB/Twitter	Sample topic
Don't get caught post	FB/Twitter	Sample topic
Warning signs post	FB/Twitter	
What is Spear Phishing? Blog	Google+ Page, ISO website, FB/Twitter	
Ph(F)ish Love	Image	
Ph(F)ebruary Phish	Image	
Don't Love Phishers poster	Poster/Static Display	
Current Infosec topics	FB/Twitter	daily

March--Mobile Device Madness

Deliverable	Medium	Notes
How to determine what data/rights apps have	FB/Twitter	Sample topic
Standard overview	FB/Twitter/Message Center	One standard each month
Take inventory of your mobile devices	FB/Twitter	
Recording in public - legal issues	FB/Twitter	Sample topic
Turn off your bluetooth	FB/Twitter	Sample topic
Issues with jailbreaking a phone	FB/Twitter	Sample topic
To do on spring break	FB/Twitter	Sample topic
Where to change settings	FB/Twitter	Sample topic
Mobile device tips reminder	FB/Twitter	Sample topic
Prepare for stolen laptop	FB/Twitter	Sample topic
Using tap-to-pay/mobile wallet safely	Google+ Page, ISO website, FB/Twitter	
Trusting apps - how to review	Google+ Page, ISO website, FB/Twitter	
Mobile Madness	Image	

Current Infosec topics	FB/Twitter	daily
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April–Spring Cleaning

Deliverable	Medium	Notes
Backing up your webmail	FB/Twitter	Sample topic
Proper Disposal info	FB/Twitter	Sample topic
Standard overview	FB/Twitter/Message Center	One standard each month
Pre-Donating tips	FB/Twitter	Sample topic
Spring social media cleaning	FB/Twitter	Sample topic
RT to e-filing safely post from January	FB/Twitter	Sample topic
Tips on reducing junk mail	FB/Twitter	Sample topic
Clean up your wires	Google+ Page, ISO website, FB/Twitter	Sample topic
Software/tools for data backup	Google+ Page, ISO website, FB/Twitter	Sample topic
Info cleaning - broom dustpan	Image	
Current Infosec topics	FB/Twitter	daily

May–Graduating to Good Passwords

Deliverable	Medium	Notes
Graduation goodies	FB/Twitter	Sample topic
General Tips	FB/Twitter	Sample topic
Don't compromise your job	FB/Twitter	Sample topic
Applying for jobs safely	FB/Twitter	Sample topic
Password length vs time to crack	FB/Twitter	Sample topic
Amp up your password	FB/Twitter	Sample topic
Password vaults to help you blog	Google+ Page	Sample topic
Masking stars with grad caps	Image	
Current Infosec topics	FB/Twitter	daily
Standard overview	FB/Twitter/Message Center	One standard each month



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Appendix C: Other Activities

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Summary

Although the overall communication plan is based on monthly topics, some work is ongoing or outside of a monthly scope. This section covers projects that don't fit into the monthly topics matrix, and will require prioritization.

Wiki Maintenance

Deliverable	Medium	Notes
Determine ongoing strategy for wiki	Wiki Page	The ISO has used the wiki to provide project information to RIT Systems Administrators. Need to determine if we have a need for the wiki going forward.
Inspect all wiki pages. Update or remove as needed.	Wiki Page	
Inspect and adjust user permissions	Wiki page	Remove expired users. Add new users.

Footprints Maintenance

Deliverable	Medium	Notes
Determine role for Footprints	Footprints	The ISO has its own instance of Footprints, the ticketing system used by ITS. We use it for tracking exception requests and investigations. We also used it for issuing tickets from vulnerability scanning and for engineering service requests
Inspect and adjust user permissions	Footprints	Remove expired users. Add new users.
Evaluate/revise current ticket templates	Footprints	Determine if current ticket design meets ISO needs.

ISO Website Maintenance/Refresh

Deliverable	Medium	Notes
Inspect/evaluate ISO website	ISO website	Ensure all pages are up to date and that the site is functioning as desired. Work with ITS to ensure that Drupal modules are up to date.
Inspect and adjust user permissions	ISO website	Remove expired users. Add new users.
Evaluate/revise workflow	ISO website	Determine if workbench needs to be implemented to support posting to website. Work with ITS to implement.

Incident Handling Training for SAs, Service Desk

Deliverable	Medium	Notes
Review Incident Handling Standard to determine training requirements	Incident Handling Standard	We last provide Incident Handling training in XXXX. Training is contingent on ISO-ITS processes and project prioritization.
Develop training	TBD	TBD
Deliver training	TBD	TBD

Information Handling Training

Deliverable	Medium	Notes
Reviewing training to determine opportunities for improvement	DSD103-Information Handling Training	Need student worker with appropriate skillset.
Revise training as needed	DSD103-Information Handling Training	TBD
Provide narration	DSD103-Information Handling Training	TBD



2015-16 ISO Communication Plan Appendix D: Social Media Metrics

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Summary

Rochester Institute of Technology's population changes rapidly. We have adjunct faculty coming and going, remote students and faculty, and new students entering and others graduating every semester. Also our volume is constantly in flux with the different population during breaks versus semesters. With these factors, we always have an opportunity to educate fresh minds, and a need to keep the population up-to-date on best practices and the latest threats. Our social media presence has developed a large audience and is an effective way of reaching students and most staff through a medium they use daily.

This section provides some information relevant to social media metrics.

Social Media Metrics, April 21, 2015

- All of our social media venues provide some statistics to help us assess outreach. Here is where we stand as of 4/21/2015:

Google +:

Google is discontinuing many features of Google+. We will monitor and react accordingly.

Twitter:

@RIT_InfoSec

4/22/15

TWEETS	FOLLOWING	FOLLOWERS
2,277	675	1,819
Compared to 5/13/13		
1,329	570	1,438
TWEETS	FOLLOWING	FOLLOWERS

Facebook:

Facebook has changed the way they measure "likes" and other activity since we reviewed our statistics in summer 2013. As of 4/22/15, Facebook likes are at 6,685. Posts views vary, but often get 2000+ views, with a high of 2831 in fall 2014.

Post Reach

The number of people your post was served to.



Recent posts

Published	Post	Type	Targeting	Reach	Engagement
04/21/2015 10:20 am	AirDroid Patches Web App Hijacking Vulnerability			95	2 1
04/20/2015 3:19 pm	Active DoS Exploits for MS15-034 Under Way			106	2 1
04/20/2015 3:05 pm	InfoSec joke of the week: http://www.glasbergen.com/wp-			338	36 2
04/20/2015 1:43 pm	Did United make the right decision?			2K	188 5
04/20/2015 12:09 pm	Large List of FTP Credentials For Sale in Underground Forums			67	0 0
04/20/2015 12:07 pm	Google Moving Toward Encrypted Ad Services			42	0 1

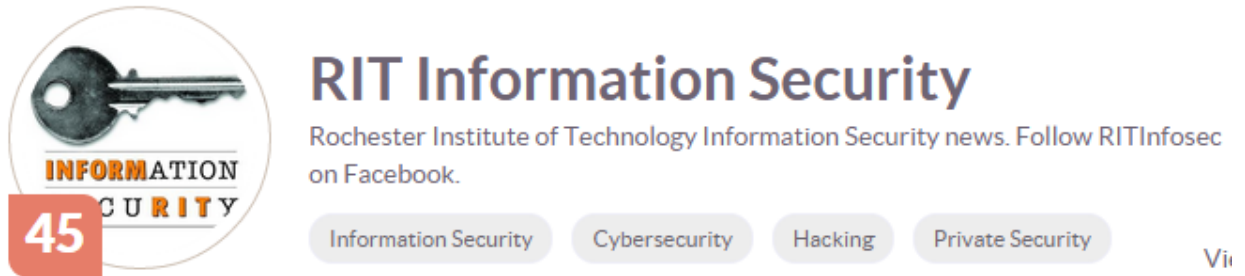
(Compared to 5/31/13 @2:30 pm: 6,110 Total likes; 2,104,328 Friends of Fans; 21 People Talking About This; 2,644 Weekly Total Reach)

Pinterest

We're using Pinterest

Overall:

Klout.com provides the following rating which appears to be assessed based on all social media it picks up (we need to add Google+ to this):
April 2015



The Klout.com profile for RIT Information Security features a circular profile picture with a key icon and the text 'INFORMATION SECURITY'. A red badge in the bottom left corner of the profile picture displays the number '45'. To the right of the profile picture, the name 'RIT Information Security' is displayed in a large, bold font. Below the name, a short bio reads: 'Rochester Institute of Technology Information Security news. Follow RITInfosec on Facebook.' Underneath the bio, there are four rounded rectangular buttons labeled 'Information Security', 'Cybersecurity', 'Hacking', and 'Private Security'. On the far right, a small 'View' link is visible.

May 2013



The Klout.com profile for RIT Information Security from May 2013 shows a profile picture with a cartoon animal and the text 'RIT Information Security'. A red badge in the bottom left corner of the profile picture displays the number '46'. Below the profile picture, there are four social media icons: Twitter, Facebook, LinkedIn, and Instagram.

Kred.com provides the following rating and community distribution:
April 2015



May 2013



Kred provides a data point on current penetration of our social media presence. Its value is uncertain, but it does show that our influence and outreach levels have increased since May 2013.