AR-IN-A-BOX

COMMUNICATION STRATEGIES FOR CYBER AWARENESS

enisa

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FOREWORD

Communication is the cornerstone of the effort to achieve behavioural change; passing the right messages to the relevant audience in the appropriate manner is a matter of proper communication. This is why any awareness or education programme or campaign needs to be accompanied by a sound communication strategy and plan. The success of any campaign, event, activity, policy or basically anything you want the world to know about (promotion) and embrace (awareness), depends on respectful, effective, inclusive and engaging communication.

In this document you will find simple guidelines, tips and suggestions to help you develop a communication strategy that efficiently reaches the objectives you aim to achieve through your awareness campaign or programme. Creating a strategy may seem to be a very intuitive process, but it really has its foundation in clear organisation and thorough planning.

In the following sections you will learn how to design a communication strategy, step by step. Firstly, to understand how to analyse and organise all the elements of your communication strategy. Then, you will learn how to develop a communication plan, how to create messages that are in line with the people you want to reach and how to use the best channels to do so. Finally, you will find some examples of good and bad practices. This information, in combination with the other documentation of the AR-in-a-Box package, provides extensive knowledge for the design of a cyber-awareness programme/campaign.

BUILDING A COMMUNICATION STRATEGY

Let us first define the communication strategy that supports any awareness campaign or programme: a communication strategy is a tool that serves as blueprint for sharing messages to the public, stakeholders or internally in an organisation. It refers to specific occurrences (events, campaigns, etc.), the target audience, the topic and always follows the character and principles of the organisation.

Fundamentally, the communication strategy should include all information related to the campaign (including the analysis that took place as a task under the how-to guides) and give answers to the following questions.

- What is the purpose of the communication (objectives)?

- Who are you addressing (target audience)?

- What do they need to hear (key messages)?

- How will the message be communicated (channels and means)?

- When should the communication take place (time plan)?

- Who will be responsible for the communication (roles and responsibilities)?

STEP 1: FINDING PURPOSE

In the guides for creating a cyber-awareness programme and cyber-awareness campaign you can find guidance on how to set campaign objectives, which will then be translated into communication objectives (i.e. what you want your audience to know or do). The most common communication objectives when it comes to cyber awareness and building behavioural change are:

- awareness
- promotion
- information
- engagement
- empowerment.

Note that more than one core concepts can apply to the same objective and not all objectives need to be met in every campaign. Some examples are provided on the next page.
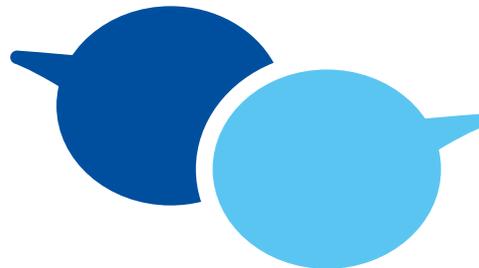
WHAT DO YOU WANT TO ACHIEVE?

OBJECTIVES

1. Generate awareness about cybersecurity issues and practices.

2. Raise awareness about the impact of different types of attacks, especially when they involve companies and businesses.

Awareness

3. Provide detailed information on how to react in the event of phishing and ransomware attacks.

4. Inform potential attack targets of what happens before, during and after a ransomware attack.

Information

5. Prompt the target audience to act and to eventually spread the word on what they learned from you.

Engagement

6. Promote the safer use of the internet for end users and the practice of basic cyber hygiene.

7. Promote existing cybersecurity recommendations and best practices to prevent cyberattacks.
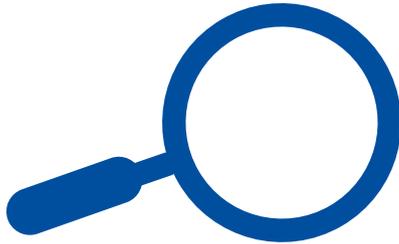
Promotion

8. Provide users with resources to protect themselves online and prevent attacks.

9. Make people become 'human firewalls' by empowering them to play their part in preventing attacks.

Empowerment

STEP 2: IDENTIFYING THE TARGET AUDIENCE

The various guides that comprise this package provide thorough information on how to define the target audience in both internal programmes and external campaigns. Since each particular audience requires a different approach, try to divide your audience into two or three groups according to their place and role in your campaign: main audience, secondary audience (if needed), multipliers.

1. Main audience. The people you want to primarily address with your campaign, the ones you want to reach the most.

2. (Potential) secondary audiences. Collateral groups that could benefit from the messages of the campaign and eventually amplify it.

3. Multipliers. These groups can help you multiply and spread your campaign's messages. They are usually the media (digital and/or traditional), journalists, influencers, and also your stakeholders and campaign partners.

Assign your objectives to the target audiences. Assignments are not fixed (i.e. awareness is not always assigned to the main audience), but they may differ from campaign to campaign.

TARGET AUDIENCE	COMMUNICATIVE ROLE	OBJECTIVES
45+ professionals who work with the internet	Main target audience	Awareness Information Engagement Empowerment
Institutions Stakeholders Professional associations	Secondary target audience	Information
Media	Multipliers	Information

STEP 3: SELECTING KEY MESSAGES

Key messages will act as blueprints for the subsequent development of the actual content that will be used in the campaign. In several cases, key messages are named 'call to action', as they eventually give guidance on how the audience needs to react.

Under no circumstances are they to be read as final campaign messages. Key messages need to be transformed into tag lines, appropriate for public distribution. Making key messages more public friendly is a topic touched on in the sections below.

Key messages are always developed according to the objectives of the campaign you have previously identified. One key message could cover more than one objective, even though most campaigns do not have more than two calls to action.

When possible, calls to action and questions are included in the copy (text) of posts to generate more engagement with the audience, they should therefore be consistent and easy to grasp.

STEP 4: IDENTIFYING PROMOTION CHANNELS

After selecting the audience, you need to assess and select the appropriate promotion channels for each one. You may do that based on the relevant AR-in-a-Box guide ("Promotion Channels Analysis.doc"), but be mindful of the different types of promotion channels and the effort required to cover each one (e.g. the effort required to make a social media campaign is different from that needed to run a press conference). Promotion channels will determine material creation, and the types selected should be related to the budget allocated and the dedicated or forecasted resources.

NB: Should you decide to include social media in your campaign, you need to decide beforehand on how it will be used regarding user interaction (social media policy).

STEP 5: CREATING A TIME PLAN

When all campaign information has been decided on, it is important to create a time plan of activities (i.e. a calendar that will indicate the actions to be taken, their timing and who will be responsible for each one). Regardless of the type of activity (from social media posting to organising a conference) each one should be listed.

As an example, the image below presents the content calendar of the European Cybersecurity Month campaign. It includes the date, event or social media content and the specific message to be shared.

Company Launch	Date	Event
	September 29	Inter-institutional kick-off event, Luxembourg, Co-organised by DG DIGIT and the European Court of Auditors https://www.eca.europa.eu/en/Pages/ECSM2021.aspx
	September 30	Digital launch of the ECSM Commission interviews – Videos x 8
	October 1	Award ceremony for the winners of the European Cybersecurity Challenge
	October 1	Launch of EC animated video

Theme	Date	Name
Be Cyber Secure From Home		Abbreviations used: BCSFH: Be Cyber Secure From Home CFA: Cyber First Aid
	Monday October 4	Short teaser video for BCSFH infographic1 to send viewers to landing page with full infographic "Top Tips to Make Your Home Cyber Safe" Full BSCFH Infographic 1 published on landing page
	Tuesday October 5	Cinergies Video 1
	Wednesday October 6	BCSFH Video – Episode 1
	Friday October 8	Short tease video for BCSFH infographic 2 to send viewers to landing page with full infographic "Top Tips for Securing Your Accounts" Full BSCFH infographic 2 published on landing page
	Monday October 11	BCSFH Video – Episode 2

STEP 6: MAKE SOMEONE RESPONSIBLE

The communications expert(s) of your organisation will be responsible for the overall communication strategy, and so will a cyber awareness team that should be created for the design and implementation of the communication strategy.

ABOUT ENISA

The European Union Agency for Cybersecurity (ENISA) is a centre of network and information security expertise for the EU, its Member States, the private sector and Europe's citizens. ENISA works with these groups to develop advice and recommendations on good practice in information security. It assists EU Member States in implementing relevant EU legislation and works to improve the resilience of Europe's critical information infrastructure and networks. ENISA seeks to enhance existing expertise in EU Member States by supporting the development of cross-border communities committed to improving network and information security throughout the EU. More information about ENISA and its work can be found at www.enisa.europa.eu.

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