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**2019 Insider Threat Awareness Month**  
**Messaging Champion Communications Packet**



*“Deter, Detect, Mitigate”*

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OFFICE OF THE DIRECTOR OF NATIONAL INTELLIGENCE  
DIRECTOR OF THE NATIONAL COUNTERINTELLIGENCE AND SECURITY CENTER  
WASHINGTON, DC 20511

23 July 2019

Dear Colleagues:

I'm pleased to inform you that the National Insider Threat Task Force, the National Counterintelligence and Security Center, The Federal Bureau of Investigation, the Office of the Under Secretary of Defense (Intelligence), the Department of Homeland Security, and the Defense Counterintelligence and Security Agency are teaming up with the Insider Threat practitioner community to designate September 2019 as "National Insider Threat Awareness Month."

As a key Insider Threat practitioner, you are critical to the success of this national messaging campaign. Your continued support of the Counter Insider Threat mission and proactive engagement strategies are at the forefront of efforts to deter, detect, and mitigate the insider threat. We invite you to get involved in National Insider Threat Awareness Month 2019.

During National Insider Threat Awareness Month, we'll emphasize the importance of safeguarding our nation from the risks posed by insider threats and share best practices for mitigating these risks. Past compromises of national security information by insiders have made America less safe by providing sensitive information to our adversaries. These adversaries have used knowledge from insiders to change tactics to avoid detection and learn where we are most vulnerable. Coupled with incidents of senseless violence perpetrated by insiders, these actions have also highlighted the need for uniform engagement to protect critical information and our citizenry, while preserving privacy and civil liberties.

An effective awareness campaign is a key component of an Insider Threat Program and a means of promoting the recognition and reporting of potential risk indicators. National Insider Threat Awareness Month provides a multi-media communications platform for the engagement of the federal agencies, cleared industry, critical infrastructure sectors, academia, and the general public. This campaign will be most effective when deployed by key stakeholders and messaging "champions" in each area. In other words, by you, the Insider Threat practitioner.

As you know, proactive insider threat reporting can provide early warning, intervention and assistance for individuals at risk, while strengthening our national resilience. Such reporting can reduce acts of harm to self or others, prevent the loss or compromise of classified information, and minimize damage to national security.

I invite and encourage you to participate in National Insider Threat Awareness Month this September. Suggested actions and activities are outlined in the attached campaign plan. I also encourage you to reach out to the National Insider Threat Task Force, or the Center for Development of Security Excellence for additional information.

We look forward to a successful National Insider Threat Awareness Month 2019 and appreciate your support.



William R. Evanina

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### Introduction:

Participating in Insider Threat Awareness Month 2019 can help your program detect, deter, and mitigate insider threats by increasing awareness and promoting reporting. There are many ways to get involved. This document will help you identify a variety of activities and engagements available to your organization. From utilizing the provided awareness materials to hosting an Insider Threat Awareness day, actions both small and large will help bring attention to the Insider Threat mission.

We look forward to partnering with you during this important campaign. Remember, we all speak louder with one voice.

### Communications Goal and Desired Outcome:

**Maximize reporting by general workforce.** Insider Threat Awareness Month is designed to introduce the general workforce of DoD, Federal agencies, Industry and secondary audiences to the threats posed by trusted insiders, increase employee awareness regarding the nation's vulnerability to insider threats, and emphasize individual responsibilities for recognizing and reporting indicators.

**Introduce Insider Threat Programs.** The campaign will familiarize the workforce and the public with Insider Threat Programs designed to deter, detect, and mitigate risks. Messaging should emphasize the goal of early intervention and ensure communications maximize transparency and minimize misconceptions of over intrusiveness.

### Leading up to Insider Threat Awareness Month

- Develop a plan to participate in insider threat awareness month by identifying strategies and tactics most applicable to your workforce.
  - Work with your leadership and communications/public affairs department to gain buy in for participation.
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- Coordinate with key stakeholders for access to awareness materials and guidance to make Insider Threat Awareness Month impactful for your organization.
- Devise a plan to capture metrics related to your Insider Threat Awareness Month activities

## **During Insider Threat Awareness Month**

### **Promote Insider Threat Awareness Month to Your Workforce and Stakeholders**

- Engage leadership in messaging with an email or video to the workforce. ([Messaging Themes](#))
- Promote Insider Threat Awareness Month on social media platforms. Consider cross-promoting and reposting national level Insider Threat Awareness Month messaging from key stakeholders. ([Sample Posts](#))
- Feature Insider Threat Awareness messaging in town halls, newsletters, and other internal media. ([Messaging Themes](#))
- Post Insider Threat Awareness Posters in your workspace. ([Free Posters](#))
- Feature Insider Threat Awareness training, eLearning games, case studies, and videos throughout the month. ([Awareness Resources](#))
- Ensure everyone in the Insider Threat Program should be prepared to offer a concise message (i.e. “elevator speech) about your program in three minutes or less. ([Messaging Themes](#))

### **Host Insider Threat Awareness Month Events and Activities**

- Host an Insider Threat Awareness Day: A live or virtual forum or meeting featuring guest speakers and leadership, informational briefings, and Q&A sessions with the Insider Threat Program ([Vigilance Campaign Guidance/Hosting a Virtual Forum Job Aid](#))
- Poster or Messaging Theme Contests
- Gaming sessions: Team competitions featuring Insider Threat Trivia Twirl, Crossword, Concentration or other [eLearning Games](#)

### **Participate in Community Insider Threat Awareness Events**

- DSS Industrial Security Insider Threat Policy [Webinar at CDSE](#) on September 5
  - OUSDI/DoD Insider Threat Awareness Day September 23, Pentagon Auditorium. Attend in person or live stream. Details to follow.
  - ODNI keynote address at INSA/AFCEA Summit Sep 4-5. Details to follow.
-

## After Insider Threat Awareness Month

- Evaluate messaging campaign effectiveness (raise awareness, increase reporting, introduce/familiarize the workforce with the Insider Threat Program).
- Gather metrics from online activities, social media, and live event attendance.
- Participate in surveys and data calls with key stakeholders.
- Provide feedback, best practices, and ideas for future Insider Threat Awareness Month implementation and lessons learned.
- Continue to champion key insider threat awareness messaging and promote reporting year round.

## Key Messages:

**Themes include safety, security, the counterintelligence threat, recognizing and reporting indicators, proactive nature of Insider Threat Programs, and respect for privacy and civil liberties**

- Insider incidents impact public and private organizations causing damage to national security, loss of life, the loss or compromise of classified information, and billions of dollars annually in lost revenue related to trade secret theft, fraud, sabotage, damage to an organization's reputation, acts of workplace violence, and more.
  - Compromises by insiders have made America less safe by allowing our adversaries to access classified information, change tactics and avoid detection, and learn where we are most vulnerable.
  - Most insider threats display concerning behaviors or risk indicators prior to engaging in negative events.
  - Insider Threat programs are designed to manage risks associated with malicious or unwitting insiders while protecting privacy and civil liberties.
  - Reporting concerning behaviors and risk indicators allows insider threat programs to take proactive measures that can lead to positive outcomes for individuals and mitigate risk for organizations.
  - If you see something, say something.
  - Emphasize specific reporting procedures, protocol, and POC at your organization.
-

## Awareness Poster Gallery:



Unauthorized Disclosures - Tweet  
8.5 x 11  
17 x 22



Use Tact, Don't Overreact  
11 x 14



Building Trust Keeps Us Safe  
11 x 14



Don't Delay, Report It Today  
11 x 14



Effective Mitigation  
8.5 x 11  
17 x 22



Whistleblower  
8.5 x 11  
17 x 22



Insider Threat Vigilance  
8.5 x 11  
17 x 22



Vigilance  
8.5 x 11  
17 x 22



Insider Threat - EAP  
8.5 x 11  
17 x 22



Spy Threat  
8.5 x 11  
17 x 22



Watch  
8.5 x 11  
17 x 22



Don't Leave Your Co-worker Hanging  
8.5 x 11  
17 x 22

[Download posters here.](#)

## Sample Social Media Posts:

### Social Media

Designated Insider Threat Awareness Month:





- Twitter: @InTAwareMonth #InsiderThreat2019
- Stakeholder accounts to follow and retweet: @TheCDSE, @DCSAgov @ODNIgov @NCSCgov @DHSgov
- Facebook: [www.facebook.com/Insider-Threat-Awareness-Month-604498590023561](http://www.facebook.com/Insider-Threat-Awareness-Month-604498590023561)





- Graphic Logo:

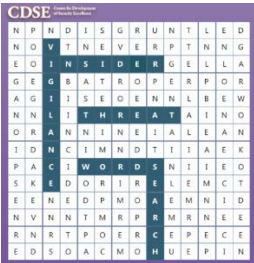






**Twitter Deck:**

DATE TIME	HASHTAG(S)	HANDLE(S)	
20190506 0800	#InsiderThreat #Suspicious #SeeSomethingSaySomething	@DeptofDefense @InTAwareMonth	<p>@DeptofDefense @InTAwareMonth Do you know what the most common indicators of #InsiderThreat are? If not, Check out CDSE's Insider Threat Awareness Training that highlights #suspicious actions and behaviors that should be reported! #SeeSomethingSaySomething Click here: <a href="https://www.cdse.edu/catalog/elearning/INT101.html">https://www.cdse.edu/catalog/elearning/INT101.html</a></p>  <p>Not all insider threats are this obvious - remain vigilant at all times</p> <p><a href="https://www.cdse.edu/resources/posters-insider-threat.html">https://www.cdse.edu/resources/posters-insider-threat.html</a></p>
20190506 1500	#InsiderThreat #JobAid #Vigilance	@DeptofDefense @InTAwareMonth	<p>@DeptofDefense @InTAwareMonth Wondering how your organization can go a step beyond annual #InsiderThreat training? Click the link to see CDSE's #JobAid with suggested events for a monthly #Vigilance Campaign throughout 2019! <a href="https://www.cdse.edu/documents/toolkits-insider/insider-threat-vigilance-campaign-for-dod-and-industry.pdf">https://www.cdse.edu/documents/toolkits-insider/insider-threat-vigilance-campaign-for-dod-and-industry.pdf</a></p> 
20190507 0730	#InsiderThreat #NationalSecurity #espionage #cleared		<p>Jiaqiang Xu, a #cleared contractor previously employed by IBM, represents the persistent #InsiderThreat endangering the nation's #NationalSecurity. To learn more about Xu and his attempt to conduct economic #espionage check out CDSE's case study here: <a href="https://www.cdse.edu/documents/cdse/jiaqiang-xu-economic-espionage.pdf">https://www.cdse.edu/documents/cdse/jiaqiang-xu-economic-espionage.pdf</a></p>  <p><a href="https://www.youtube.com/watch?v=uVvHbAK-iGc">https://www.youtube.com/watch?v=uVvHbAK-iGc</a></p>

<p>20190507 1430</p>	<p>#TuesdayTrivia #InsiderThreat</p>	<p>@DeptofDefense @DITMAC @DHSgov @ODNlgov @NCSCgov</p>	<p>@DeptofDefense @DITMAC @DHSgov @ODNlgov @NCSCgov Good morning! Challenge yourself with some #TuesdayTrivia by playing #InsiderThreat Awareness Trivia Twirl! Click here to play: <a href="https://www.cdse.edu/multimedia/games/triviawirl/index.html">https://www.cdse.edu/multimedia/games/triviawirl/index.html</a></p> 
<p>20190508 0805</p>	<p>#whistleblowing #UnauthorizedDisclosure #InsiderThreat</p>	<p>@DeptofDefense @DITMAC @DHSgov @ODNlgov @NCSCgov</p>	<p>@DeptofDefense @DITMAC @DHSgov @ODNlgov @NCSCgov Does your organization know the difference between legitimate #whistleblowing and #UnauthorizedDisclosure? Share this poster to encourage employees to seek out more information and prevent an inadvertent #InsiderThreat</p>  <p><a href="https://www.cdse.edu/resources/posters-insider-threat.html">https://www.cdse.edu/resources/posters-insider-threat.html</a></p>
<p>20190508 0830 / 1700</p>	<p>#KineticViolence / #KineticViolence #InsiderThreat</p>	<p>@InTAwareMonth @FBI / @InTAwareMonth</p>	<p>(POLL TWEET) Part 1:</p> <p>@InTAwareMonth According to the @FBI, observation of known concerning behaviors offers the opportunity for intervention before a #KineticViolence attack.</p> <p>Which of the following is not considered one of the FBI 's "Top 21" Concerning Behaviors? Check back at 5 PM for the answer!</p> <p>Mental Health Alcohol/Drug Abuse Work Performance Generic Social Media Usage</p> <hr/> <p>Part 2:</p> <p>@InTAwareMonth The correct answer to the question was "Generic Social Media Usage." The general use of social media is not a concerning behavior of #KineticViolence. However, violent social media usage IS a concerning behavior &amp; should be reported to your #InsiderThreat Program Office!</p>



<p>20190509 1500</p>	<p>#InsiderThreat #eLearning #game #Vigilance</p>	<p>@InTAwareMonth</p>	<p>@InTAwareMonth Do you have a keen eye for detail? How about an #InsiderThreat? Try your luck with CDSE's Insider Threat #eLearning Word Search #game and see how attention to detail translates to a critical characteristic of the #Vigilance Campaign! <a href="https://www.cdse.edu/multimedia/games/word-search/story.html">https://www.cdse.edu/multimedia/games/word-search/story.html</a></p> 
<p>20190509 0800</p>	<p>#suspicious #InsiderThreat</p>	<p>@DeptofDefense @DITMAC @DHSgov @ODNIgov @NCSCgov</p>	<p>@DeptofDefense @DITMAC @DHSgov @ODNIgov @NCSCgov Share this poster within your organization to encourage employees to learn and familiarize themselves with the #suspicious and concerning behaviors associated with #InsiderThreat</p>  <p><a href="https://www.cdse.edu/documents/security_posters/small/itVigilance_SM.pdf">https://www.cdse.edu/documents/security_posters/small/itVigilance_SM.pdf</a></p>
<p>20190510 1230</p>	<p>#deter #detect #mitigate #NationalSecurity</p>	<p>@InTAwareMonth</p>	<p>@InTAwareMonth Insider Threat Programs are designed to #deter, #detect, and #mitigate actions by insiders who represent a threat to our nation's #NationalSecurity. Share this poster within your organization – awareness is a key part of the program's mitigation techniques!</p>  <p><a href="https://www.cdse.edu/resources/posters-insider-threat.html">https://www.cdse.edu/resources/posters-insider-threat.html</a></p>

20190511 0745	#OTD #SeeSomethingSaySomething		<p>#OTD 1998: Israel admitted Jonathan Pollard was an undercover spy. Pollard's suspicious transport of classified info outside typical duty requirements led a co-worker to report his behavior - one of the key actions that initiated an FBI investigation. #SeeSomethingSaySomething</p>  <p><a href="https://www.cnn.com/2015/11/20/us/jonathan-pollard-israel-spy-release/index.html">https://www.cnn.com/2015/11/20/us/jonathan-pollard-israel-spy-release/index.html</a></p>
20190512 0845	#classified #InsiderThreat	@InTAwareMonth	<p>Many Americans live with mental illness, including those with access to #classified information. Join CDSE in our effort to reduce the stigma surrounding mental illness and help prevent an #InsiderThreat by making sure your colleagues get the help they need. @InTAwareMonth</p>  <p><a href="https://www.cdse.edu/resources/posters-insider-threat.html">https://www.cdse.edu/resources/posters-insider-threat.html</a></p>

**Facebook:**

DATE TIME	MEDIA	
20190901		<p>September is Insider Threat Awareness Month. Learn to recognize the signs and where to report them.</p> 

20190908

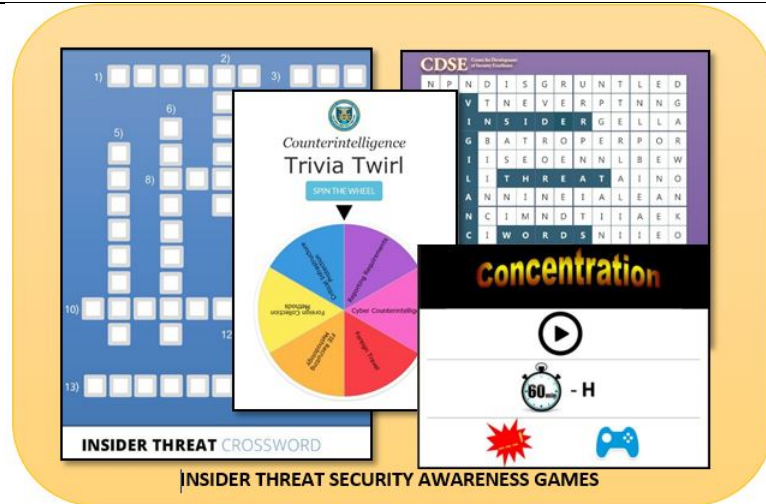


INSERT VIDEO 😊

Breakdowns in critical infrastructure can have devastating effects on national security and national public health and safety. An Insider's access can pose a unique threat to these sectors. Watch CDSE's newest security training video -- a Micro-Learn on Insider Threat in Critical Infrastructure; then Think, Dig Deeper or ask Questions on this important topic.

<https://www.cdse.edu/micro/critical-infrastructure/critical-infrastructure.html>

20190915



CDSE now has an assorted collection of Insider Threat Games and Puzzles! Including the NEW Concentration, challenging Insider Threat Crosswords, beloved Trivia Twirl and a cool Vigilance Word Search.

Visit CDSE's Security Awareness Games to play them all!

<https://www.cdse.edu/resources/games.html>