Cyberheroes Winning Hearts and Minds

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What is this presentation about?

- Raising the Cyber Awareness of an organisation
- Developing an idea that resonates with people
- And of course – Cyberheroes, lycra and comics

Cyberheroes – The Beginnings!

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- Raising Cyber Awareness – its what we do, right?
- How to find and cultivate that idea?
- So you have an idea, what next?

A Council Invitation Arrives

"We have this wrong"

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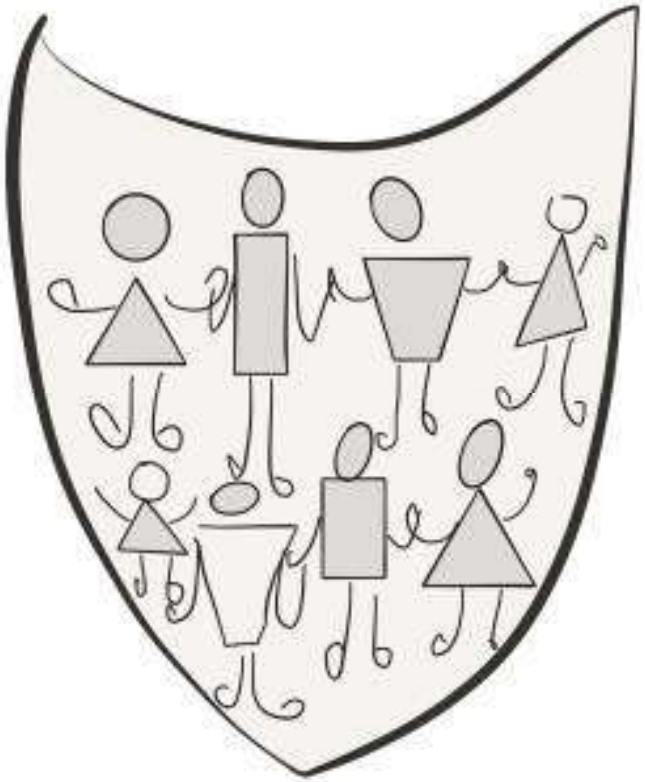
Human firewall #3



Security is everyone's responsibility.

Any guesses what the CIO's new KPI was?

Raising Cyber Awareness – its what we do, right?

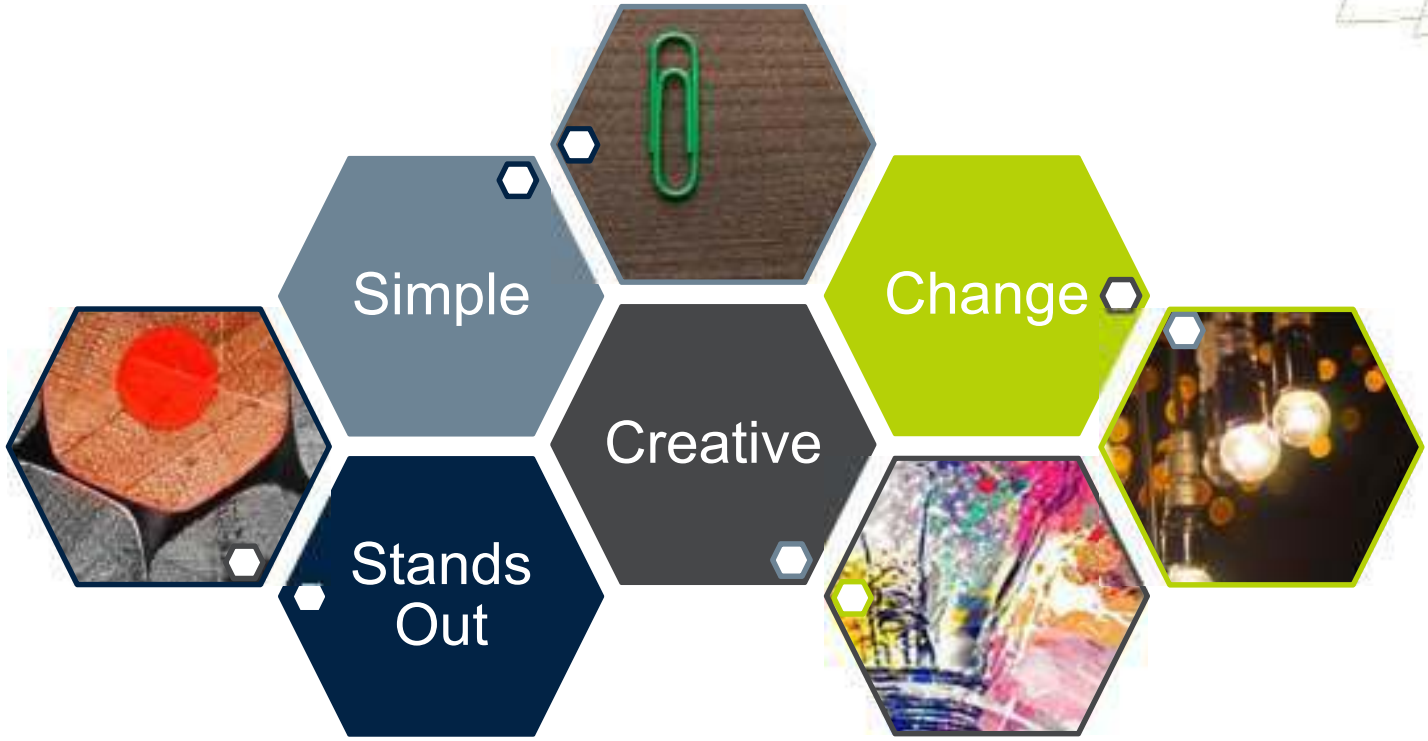
How to find and cultivate that idea?

So you have an idea, what next?

The Opportunity

Find a creative and innovative idea that will captivate and challenge people to make a real change in the way they act and think about CyberSecurity.

We needed something that …



Gather People Across the Organisation

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- Raising Cyber Awareness – its what we do, right?
- How to find and cultivate that idea?
- So you have an idea, what next?

Have a Plan

Cyber Hero's Campaign 2016 Indicative Timeline

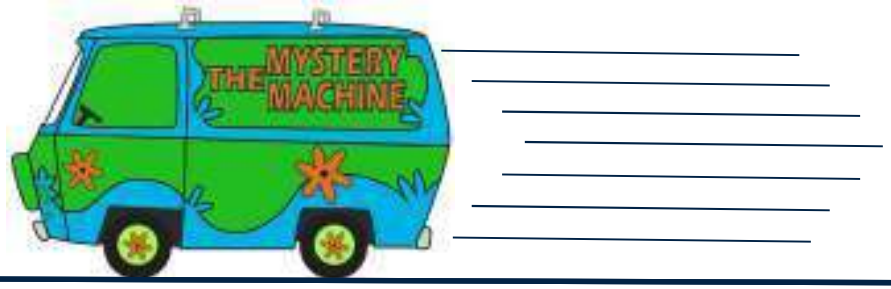
Activity	Responsible Person	March				April		May				June				July				August				September				October				November				December			
		14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	25	31	7	17	21	28	5	12	19	26
Run Australian Cyber Awareness Campaign Posters in I&S Newsletters	Peter/ Joc S						Launch																								Stay Smart Online										
Develop Cyber Hero's script	Greg Chapman																																								
Confirm Cyber Hero's from IaTD	Peter																																								
Arrange for Cyber Hero costumes	Simon B																																								
Arrange for Cyber Hero photo shoot with Peter L	Simon B/ Joc S																																								
Develop Cyber Hero Campaign Comms Plan	Joc S/ Priscilla SG																																								
Run communications as per Campaign Comms Plan	Priscilla SG																																								
Movie Production and Video Release	Colette / CyberHeroes																																								
Run staff and student forum on Cyber Awareness with Guest Speaker	Peter V																																								
Staff Conference	Peter V / Cyber Hero's																																								
Run active servicedesk with IaTD staff in Library with Cyber Hero's	Peter V / Cyber Hero's																																								
Support Stay Smart Online Launch	Peter V																																								
Approvals - CIO, DVC, Marketing, HR	Joc S/ Priscilla SG/Peter																																								
Video - Animated Gifs	Team																																								
Honeypots	Security Team																																								
Christmas Song	Cyber Heroes																																								

Create Media

Get Out and Meet with People

Commit for the long run

Don’t Stop – Keep the message going



Cyberheroes 2.0

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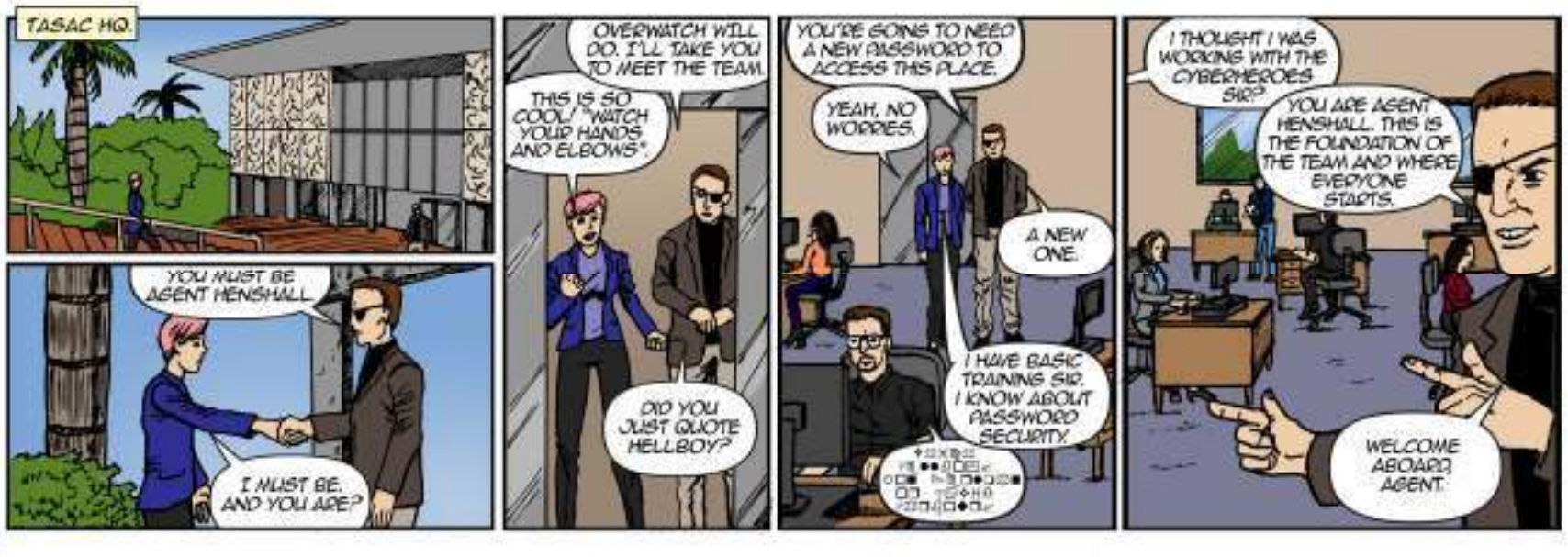
Re-Introducing the Concept

Talk Through a Character, Not to the Audience



Make it Real but Make it Fun

* EAGLE EYED VIEWERS MAY HAVE NOTICED THE LINK WASN'T LEGIT BY LOOKING AT THE POP-UP WHICH CAN BE MADE VISIBLE BY HOVERING OVER THE LINK FIRST BEFORE CLICKING.

Nod to Popular Culture

Provide Additional Content

Key Messages

Be Creative

- ✓ Don't be afraid to push the boundaries
- ✓ Keep messaging fun and simple
- ✓ Use different types of media

Make it Relevant & Personal

- ✓ Don't tell people what to do, tell them a story they can be a part of
- ✓ Incorporate the characters into more than just the message

Make it Stick

- ✓ Put it everywhere
- ✓ Connect with people across the organisation
- ✓ Make CyberSecurity a part of the culture

And Now it is Time to Ask...