



## STOP | THINK | CONNECT™

**STOP. THINK. CONNECT.™** is the first-ever global public awareness campaign developed to help all Internet users keep their personal information, communications, and transactions more secure online. The STOP. THINK. CONNECT.™ campaign cuts through the cognitive clutter of online life, using an extensively tested suite of messaging instruments used in common by public, private and NGO sectors to encourage Internet users to:

**STOP** to take the time to understand the risks and recognize potential problems

**THINK** to make sure there are no warning signs that their safety or data may be threatened by their online experiences and behavior

**CONNECT** to the online world with confidence, knowing they've taken the right steps to safeguard themselves and their devices connected to the web



- Ten nations and some 400 commercial enterprises, educational institutions, government agencies and NGOs worldwide have adopted the STOP. THINK. CONNECT.™ cybersecurity awareness campaign
- Unified messaging joins these far-flung STOP. THINK. CONNECT.™ deployments into something much more powerful and far-reaching in its capacity to effect behavioral change than any number of uncoordinated efforts
- Join us in a campaign without frontiers and take back the Internet from cybercrime in our time

Deploying a common slogan, logo and awareness messaging suite across all sectors, user cohorts and geographies, the STOP. THINK. CONNECT.™ cybersecurity awareness campaign unifies all enterprises using the campaign's assets into the largest, most resonant awareness program that is reinforced *repeatedly by design*.

Some 400 commercial enterprises, educational institutions, government agencies and NGOs have adopted the campaign. Ministries and national-scope NGOs of **Japan, Bangladesh, France, Jamaica, Armenia, Spain, USA, Mongolia, Nigeria, and Switzerland** have deployed national campaigns.

STOP. THINK. CONNECT.™ reminds Internet users everywhere to be vigilant and to practice safe online habits; to ensure that Internet safety is perceived as a shared responsibility at home, in the workplace, and throughout our communities.

## Campaign Objectives:

Increase and reinforce awareness of cybersecurity, including associated risks and solutions

Proffer approaches for the public to keep themselves, families and communities safer

Shift perception of cybersecurity from avoidance of the unknown to acknowledgement and management of a shared responsibility

Engage the public, private sector and local and national governments to improve all users' cybersecurity habits and resilience

Increase the number of national stakeholders, and community-based organizations educating the public about cybersecurity and steps people can take to protect themselves online

Engage the public, the private sector, national, provincial and local governments in the global effort to improve cybersecurity



Unify stakeholders into a larger, more resonant awareness program to provide repetition & reinforcement so users retain campaign messages

## Campaign Assets:

- Universal slogan and logo
- Tips & advice advisory suite
- Complete, mount-ready website [stopthinkconnect.cc](http://stopthinkconnect.cc)
- Engaging and informative videos
- Posters for work or school in English, French, Spanish, Portuguese and Japanese

UNIFIED | MESSAGING | SECURES™

## Campaign Genesis:

STOP. THINK. CONNECT.™ was conceived in Spring 2009 by APWG, and developed by APWG and NCSA over the subsequent 16 months. The program was crafted by an unprecedented coalition of companies, NGOs and national and local government organizations that saw the need for worldwide unified cybersecurity awareness messaging.

Learn how your organization or ministry can join at <http://education.apwg.org/safety-messaging-convention/> or contact the campaign at: [info@stopthinkconnect.org](mailto:info@stopthinkconnect.org)