Dashboard Confessions: Security Awareness Communication in Silicon Valley

Brooke Pearson, Uber
Paisley Parker, Launch Consulting

August 8, 2019
Manage Security Training & Awareness Team at Uber

Previously at Facebook

Used to work for Facebook's Public Policy Team & U.S. Department of State before that

Background: Communications, International Relations

Climbed Kilimanjaro last summer - and survived!
About Paisley

- Digital Marketing Consultant for Launch Consulting
- Marketing Lead at Facebook
- Background: Communications, Social Media Marketing, Project Management
- Currently learning how to surf in San Diego
<table>
<thead>
<tr>
<th></th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Creating Messages that Stick</td>
</tr>
<tr>
<td>2</td>
<td>Marketing Internally: CAPTA</td>
</tr>
<tr>
<td>3</td>
<td>Our Results: Dashboard Insights</td>
</tr>
<tr>
<td>4</td>
<td>Lessons Learned</td>
</tr>
<tr>
<td>5</td>
<td>Q&amp;A</td>
</tr>
</tbody>
</table>
Creating Messages that Stick: Background
Creating Messages that Stick: The Approach

Understand the culture of the org

Meet them with security awareness messages where they are

Create 10+ viral online media (memes, gifs, etc.)

Develop “campaigns” to drive internal engagement
Creating Messages that Stick: The Impact

40,000 employees more security aware

Leadership empowered with new data & tools to track impact
# C-A-P-T-A ... Marketing Internally

<table>
<thead>
<tr>
<th></th>
<th>C – Content Design</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Visual Assets, Format/Design</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>A – Audience</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Target Existing/ New Groups</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>P – Placement</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Channels and Locations</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>T – Tactics &amp; Execution</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Repetition and A/B Testing</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>A – Analyze Data</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Capture Data and Analyze Success</td>
<td></td>
</tr>
</tbody>
</table>
C – Content

Design

Goals -----> Themes

Visual Assets

Format/ Design

Technology (e.g., bots)
Who is Your Audience?

Craft content for specific audience (geographic vs. role)

Company Culture
C-A-P-T-A ... Marketing Internally

- **P – Placement**

  Offline (posters, micro-events; company meetings; training)

  Online (Workplace, Slack, LMS)
C-A-P-T-A ... Marketing Internally

T – Tactics & Execution

- Repetition (every day/ every week)
- Authority/Executive Engagement
- Content Calendar
C-A-P-T-A ... Marketing Internally

Qualitative and Quantitative

Choose success metrics

Visualize for Storytelling

A – Analyze Data
Examples of Internal Campaign Assets

Goal: Encourage laptop safety & privacy screen adoption

Audience: All

Format: Graphic

Channel: Workplace Groups
Examples of Internal Campaign Assets

Goal: Get people to delete their old emails through humorous viral sharing

Audience: Specific Group

Format: Post and Meme

Channel: Specific Workplace Group Members
Our Results: Dashboard Insights

Empowered with Data:

- Engagement
- Qualitative
- Segmentation
Lessons Learned

Move Fast and Build Things

Build Social Value

Focus on Impact
Lessons Learned

Don’t be afraid to start from scratch

Build & launch something; test it with your colleagues; then iterate
Lessons Learned

Make something that’s fun & share-able; it will be memorable and will outlast you
Lessons Learned

The numbers won’t always speak for themselves; make sure you tell the story of your dashboard to give life to its impact.
Thank You
## Build it Yourself: Steps to Consider

### Campaign Assets
- **Online**
  - Gif
  - jpeg
  - Email
  - Giphy
  - Bots
  - Role-specific
- **Offline**
  - Posters/ Flyers
  - swag, booth, presentation

### Communication & Collaboration
- Email/ Mailchimp
- Slack
- Teams
- Workplace
- Other SaaS/ internal

### Engagement Data
- Email Open Rate
- Viewing of assets
- Viral Sharing
- Contribution/ Comments

### Dashboard for Success
- Collaboration Tool Data Viewer
- 3rd Party SaaS Data Viewer
- Excel / Powerpoint

### LMS Content
- Capture User Data from LMS for Dashboard
- Use LMS Content for Creative Assets
- Use only simple links to LMS in viral campaigns
The Solution: How We Did It

Design the Solution
Facilitate a plan in line with goals and budget, and key stakeholders

Create Assets
that Delight, Drive Viral Engagement and Target Segments. Offline and Online.

Execute to a Plan
– Scheduled Releases, coordinate online/ offline

Prove Value
to Executives with Dashboards and Analytics.

Assess Needs
Create Assets
Test
Execute
Support
Revise
Analyze

✓
✓
✓
✓
✓
✓
✓
# C-A-P-T-A ... Marketing Internally

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>C – Content Design</strong></td>
<td><strong>Goals -&gt; Themes, Scope of Assets, Format/ Design, Technology (e.g., bots)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>A – Audience</strong></td>
<td><strong>Target Existing/ New Groups; craft content to fit group; geographic vs. role vs. other; current reach</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>P - Placement</strong></td>
<td><strong>Channels - Offline (posters, micro-events; company meetings; training); Online (Workplace, Slack, LMS)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>T - Tactics &amp; Execution</strong></td>
<td><strong>Repetition (every day/ every week); A/B Testing possible; Cost vs. Time; Executive engagement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>A - Analyze Data</strong></td>
<td><strong>Understand how to capture data; choose success metrics; visualize for success.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Solve for Technical Issues With Key Stakeholders

<table>
<thead>
<tr>
<th>Technical FAQs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Security/Access to Data</strong></td>
</tr>
<tr>
<td>Granted temporary admin credentials to access User Data Inside the Company (Collaboration posts)</td>
</tr>
<tr>
<td><strong>Internal Tools Integration</strong></td>
</tr>
<tr>
<td>Requested Access to Internal Home Pages (Teams, Workplace), Collaboration Groups</td>
</tr>
<tr>
<td><strong>Campaign Tracking</strong></td>
</tr>
<tr>
<td>Leverage data warehouse to ingest and transform data (e.g. pull in raw data from API and create tables for optimal display in dashboard)</td>
</tr>
<tr>
<td><strong>LMS Integration</strong></td>
</tr>
<tr>
<td>Not required at a deep level, or even at all. We used links to internal LMS resources in campaign assets; and usage data from LMS</td>
</tr>
<tr>
<td><strong>Alignment on Data Goals</strong></td>
</tr>
<tr>
<td>Worked with different stakeholders to ensure access and presentation of data from different sources.</td>
</tr>
<tr>
<td><strong>Dashboard Presentation Viewer</strong></td>
</tr>
<tr>
<td>Used a simpler 3rd party SaaS solution with easy viewer capabilities, vs. dealing with limitations of internal data viewer.</td>
</tr>
<tr>
<td>Digital Marketing Integration &amp; Customization</td>
</tr>
<tr>
<td>------------------------------------------------</td>
</tr>
</tbody>
</table>

**Launch Solution Capabilities**

<table>
<thead>
<tr>
<th>Secure Onboarding</th>
<th>Multi-company federation</th>
<th>GDPR/Data Privacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customized Experience</td>
<td>Web Content</td>
<td>Role-Specific Experience</td>
</tr>
<tr>
<td>Platform Customization</td>
<td>Chat</td>
<td>Video</td>
</tr>
<tr>
<td></td>
<td>Notifications</td>
<td>Custom Bots/AI</td>
</tr>
<tr>
<td>Data Streams</td>
<td>Social External</td>
<td>3rd Party Content</td>
</tr>
<tr>
<td>Business Processes</td>
<td>Outreach</td>
<td>Search</td>
</tr>
<tr>
<td>Community Management</td>
<td>Document Management</td>
<td>Conversation Starters</td>
</tr>
<tr>
<td>Release Management</td>
<td>CI/CD Framework</td>
<td>Agile + DevOps Methodologies</td>
</tr>
</tbody>
</table>
Examples of Internal Campaign Assets

Goal: Promote internal security team tool

Audience: All

Format: Graphic

Channel: Workplace Groups