Security Awareness Sticker Challenge

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1. Summary

On June 08, 2012 SANS Securing The Human announced the security awareness sticker challenge. Members of the security community were asked to create engaging stickers that can be used to help communicate and reinforce key security awareness topics. SANS Securing The Human selected the top winners for the challenge and awarded each winner a prize, including a STH long-sleeve black shirt. This document lists all the entries from the challenge so other organizations can benefit from and use the ideas documented here. In addition we identify the winners from the competition, giving them international fame and glory.

2. Winners

First Place - Leslie Peckham: Leslie gets first place as her idea goes beyond just normal stickers and gamifies them, creating an interactive environment where employees can challenge and play against each other. She describes the idea where employees identify other employees that have left their computer unlocked, then provides ideas for different magnetic or static cling stickers that employees could leave on the offending system, turning this into a game. We really feel Leslie has only scratched the surface on what you could do in a 'sticker game'; there are so many different directions you could take this. For example, not only could you create different sticker games, you could also do sticker badges for awarding people that do good such as spot the Phish, people that stop un-authorized personnel in your facilities, or someone who found and returned a lost device.

Second Place: Tonia Dudley: What's great about Tonia's idea is not only are the stickers funny and visually engaging, but the lesson learned in the sticker can be easily changed and adapted for your own topic or environment.

Runner Up: Chris Taylor and Derek Meier: Both Chris and Derek submitted the same idea, as such get awarded for *SEC RITY - Not complete without U*

Runner Up: Marie Memmer: Several of the judges loved her idea of *"You are the Key"*, with a big padlock and the hole in the padlock is in the shape of a person, who is also part of the graphic.

Runner Up: John Andrew: You can just hear Yoda talking in this one! Graphic – Black and white hand drawing (in the style of Darth Vader below) of Yoda facing straight out with his 3 fingers out in stop fashion. Slogan – *"Stop! Beware of clicking on links or opening attachments. Save you it can."*

3. Entries

These are the entries for the 2012 SANS Security Awareness Sticker challenge.

Chris Taylor

1. Treat your password like a toothbrush, never share it and change it every couple of months.

2. Passwords: Longer is stronger.

3. Passwords are like dirty socks: they stink when left lying around. *{A picture of messy socks with the statement}*

4. Amateurs hack systems. Professionals hack people - Bruce Schneier

5. Don't be phished *{A picture of a fish on a hook}*

6. Just say no*. {A picture of someone reading a phishing email asking for your password}*

7. If you suspect deceit, hit delete*. {A picture of someone reading a phishing email}*

8. SEC RITY - Not complete without U

9. A computer without security is like a fish … well, you know.

10. Protect personal information. The identity saved could be your own.

11. Bruce Schneier - "The user's going to pick dancing pigs over security every time. - Prove Bruce wrong - don't be quick to click"

12. Good passwords are easy to remember & hard to guess, 1Ser>54L2s@2 = Bad password, GiveBlood4life = Good password ** and good for your karma.

13. Lock your computer when away from your desk, it only takes seconds for someone else to do something in your name *{have a graphic of someone pressing Win-L, maybe a graphic of someone deleting a directory called "Budget" or a person creating an email addressed to "Big Boss" with the body saying "I QUIT!"}*

14. Report suspicious computer activity to the Help Desk *{Graphic of a "FakeAV" saying your computer is infected and to "Click Here" to fix the problem.}*

15. Who can you share your password with*? {Graphic with a list; Manager, Colleague, Help Desk Technician, Nobody. Red "X" beside first three. Green check mark beside "Nobody"}*

16. Lock before you walk *{as in lock the console before you walk away from your*

workstation, maybe an image of someone pressing Win+L or just a picture of the Win key and the L key with a "+" between them}

Charlie

17. Every script should be secured. *{An image of an old-style script (like bible scriptures) with the noscript logo over the top and the caption}.*

18. You could have 2 people each with a speech bubble above them, the first holding up a sheet of paper and saying "my ultra-secure password is 'i42ohjf9Â£$"!!34n94n*&%^fmgFWFFCf33""Â£!Â£2Â£!'" and the second saying "mine is simply '|_|7R4-53c|_|r3 P455\/\/0rd'"

19. You could have an exploded PC with a man standing next to it saying/thinking "I thought my OS was invulnerable!?"

20. You could have a man holding his phone and saying/thinking "I'll just connect to this unsecured wifi network quickly" and have a man in a car in the background with a black hat on and a big wireless antenna saying "MUHAHAHAHAHA"

21. Have the t-shirt split into 2 sides, the first side showing a person, wearing a black hat, on the phone, saying "This is IT support, we need your password" and the other side, the person on the other end of the phone, saying "OK" :P

Derek Meier

22. My first idea is to have a stereotypical pirate wearing an eye patch - and he is saying "I patch, do you? Yarr."

23. My second idea is to have a picture of a https secure padlock in the background with the words: "Sec_rity is incomplete without U." surrounding it.

Marie Memmer

24. In line with "You are the Key", have a big padlock and the hole in the padlock is in the shape of a person, who is also part of the graphic.

Homero Michelini

25. An image with a guy picking up a phone call and a message coming from the phone: " hi, this is anonymous, could you please confirm your identity ?" could be santa claus or whoever.. just to enforce the need to question before being questioned and avoid social engineering

26. A yellow sticker containing: secret credentials: user: hidden password: wont123forget

John Andrew

27. Graphic – Black and white hand drawing (in the style of Darth Vader below) of Yoda facing straight out with his 3 fingers out in stop fashion. Slogan – "Stop! Beware of clicking on links or opening attachments. Save you it can."

28. Graphic – Black and white hand drawing (in the style of Darth Vader below) of C-3PO addressing R2-D2 in desert. Slogan – "My network account was compromised because I used a simple password instead of a complex passphrase. Now we are on this planet & this is all your fault."

29. Graphic – Black and white hand drawing (in the style of Darth Vader below) of C-3PO addressing R2-D2 as he is plugged into the Death Star. Slogan – "If I told you half the things I've heard about computer security and espionage, you'd probably short circuit."

30. Graphic – Black and white hand drawing (in the style of Darth Vader below) of the 'Get Smart Cone of Silence.' Slogan – "Activate the 'Cone of Silence.' Only share sensitive information in private!"

Sascekaf Imaguid

31. Sticker idea is to promote exercising caution when dealing with strange USB drives. it's basically a picture of dirty USB drive with the text "you wouldn't put strange things in your mouth, so why would you put them in your computer?" for the USB drive, I considered either a USB turd (funnily enough someone actually came up with the idea of the iPood already), but I thought a USB pacifier with bugs on it might be more distinguishable.

Sarah Buerger

32. Treat your password like you do your toothbrush: 1) Use it daily, 2) Change it frequently, 3) Don't share it with anyone

33. I always use <<antivirus>> protection! *{granted, you have to have the right culture to get away with this one!}*
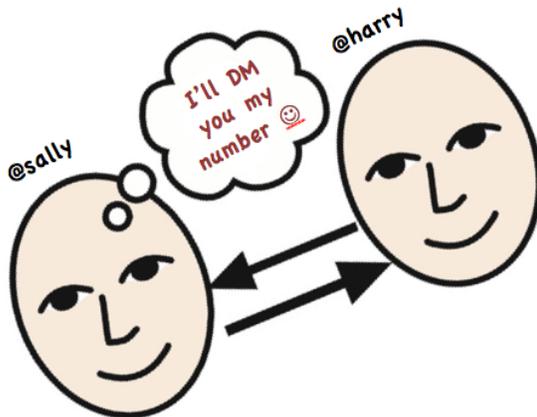
Angela Pappas

34. To tell users that avoiding bugs a.k.a. malware (e.g., bugs, viruses, worms, spyware, etc.) starts with them and in part relies on how they behave (i.e., act) when interacting and using the Internet.. Tag line: Shield Yourself From Bugs… Act Securely
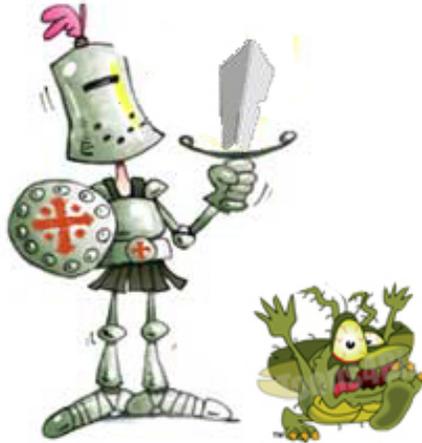
David Piscitello

35. Found a cute cartoon at Flickr under creative commons, then added my own caption.

Richard Beach

36. My sticker would be like the one in my poster in the link but would have writing on it along the lines of "Here is a really long sticky for your really long password..." It would of course be yellow. The desired behaviour is of course to encourage long passwords. To stop people actually writing their password on it there could be fine print under the large text "Don'tBeAnIdiot.com", or the sticker could be really glossy so pen or pencil won't work. http://www.8thlayersecurity.com/8th-layer-blog/here-s-an-awareness-activity-to-stamp-out-sticky-notes-

Leslie Peckham

37. I suggest a sheet of static cling-type stickers that you could use in a fun game with your colleagues. The stickers would be simple reminders to lock your PC when leaving your desk. There could be a number of stickers on each cling page (hopefully, "pre-cut" so they could just be peeled from the paper backing). The game: If you find that a colleague has left his/her PC unlocked and unguarded, just slap a "Sticker of Shame" reminder on their monitor screen for them to find when they return! The objective, of course, is to never get any "Stickers of Shame"! Examples

- An "Uncle Sam" pointing "I want YOU to lock your PC!" (keep it light/funny, not 'threatening')

- A "reminder finger" (with a string tied around) and the words "Remember to lock your PC" or "Control, Alt, Delete to lock your PC"

- Just the words "Remember to lock your PC" or "Control, Alt, Delete to lock your PC" (no graphic)

- A "thought bubble" with similar message.

- And so on! Just keep it whimsical.

Tonia Dudley

EVEN THE SMALLEST OF
HOLES, CAN BRING DOWN
THE WHOLE THING

REPORT SUSPICIOUS ACTIVITY

EVEN THE SMALLEST OF
HOLES, CAN BRING DOWN
THE WHOLE THING

LEARN FROM OTHER
PEOPLES MISTAKES;
PATCH YOUR SECURITY HOLES