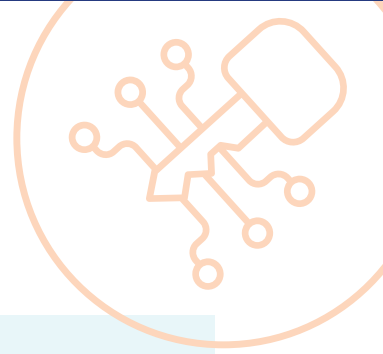# The Launch: Kicking-Off Your Cybermindfulness Initiative

Sample Launch Message from Your Organization's Leadership

NEW MESSAGE

SUBJECT: A Year of Safe Computing at [ORGANIZATION]: Becoming Cybermindful

Colleagues –

We know **there are risks online** to both our personal information and our shared online resources. Cyber criminals are working hard to:

- capture your username and password to access systems
- send forged email from your computer
- steal personal and institutional information
- use your computer to stage attacks

[ORGANIZATION] takes technical precautions to defend our network and systems. But because social engineering targets human behavior, the most important protection is you.

There are many simple but important ways you can deter cybercrime and improve the safety of personal and shared information. That's why [ORGANIZATION] is launching "Becoming Cybermindful," an education campaign designed by the University of Dayton's Center for Cybersecurity and Data Intelligence and funded by the Ohio Department of Higher Education, to increase awareness and provide training about steps you can take.

Over the next several months, we'll learn together about online threats and share ways to protect personal and job-related resources. Watch for "Becoming Cybermindful" emails to find:

- Information about current cybersecurity risks
- Tips to protect yourself, your colleagues, your family, and our community
- Best practices for securing your devices, data and privacy

I encourage you to take advantage of these opportunities and resources to **Become Cybermindful**. Join the movement to keep yourself and [ORGANIZATION] safe from cybercrime!

[SIGNATURE BLOCK OF ORGANIZATION LEADER]

SEND