

## Global Good Practices

Practice: **Align national campaigns**

*#Campaign*

Your awareness campaign is probably not the only one – other campaigns are taking place locally, nationally and/or internationally. It is advisable to align them to have greater impact and use resources more efficiently. Aligning campaigns supports the ultimate goal of raising awareness of cyber-threats through safe online behaviour.

### Related thematic areas:



Cooperation and  
community building



Cybercrime



Culture and skills

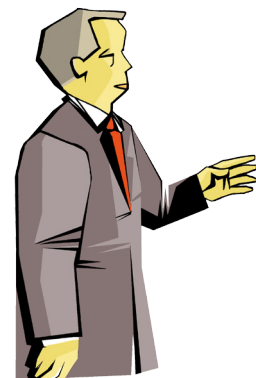
### Of particular interest to:



PRIVATE  
SECTOR



CIVIL SOCIETY



GOVERNMENT

## Description

Cooperation, alignment, and coordination with others is beneficial. In planning and organising an awareness campaign, it is advisable to coordinate with other existing national and international awareness campaigns. If stakeholders come together to share materials, and possibly align messages, the impact is amplified. **Sharing materials and aligning campaign messages helps to broaden the impact beyond one constituent community.**

With cooperation and alignment, stakeholders can easily see what others have already done, learn from their mistakes, and consider these experiences as models. Moreover, they can leverage different components from one another. A coherent, coordinated multistakeholder campaign is an efficient use of limited resources, and will become more effective in its goals, for example in empowering citizens to adopt safer and more secure practices online.

## Actors (or who this is for)

International and national partners in government, academic, non-profit, and private sectors, who are a part of, or seek to create a national-level awareness campaigns.

The multistakeholder approach is promoted, as the supply chain of the Internet involves various actors who have varying levels of responsibility and the ability to make positive impacts.

## The big picture

The exchange of experience can support capacity building both for more experienced partners, who get to reflect on their practices and learn through sharing, and for less experienced partners who could avoid unnecessary mistakes and move more quickly towards effective practice. Of course, practices will always need to be adapted to the local environment.

Organisational capacity is strengthened by assisting partners to work more effectively together, and ultimately, through the campaign, the end-users benefits from increased capacity on how to use the Internet safely.

## Instructions

- Gather stakeholders for dialogue and make efforts to coordinate events and activities. Align the vision, messages, and themes of the campaign among partners.
- Ensure that there is a shared vision.
- While the substance and information are the same for all, make sure to conceptualise campaigns for a specific constituent base. Often, it cannot be just copied and pasted.
- Cooperate and align with stakeholders on a variety of levels: domestically across stakeholder communities, bilaterally and/or regionally, and internationally.

- Coordinate cyber-focused events both in person or via social media while promoting the concept of multistakeholder involvement in the implementation of national awareness-raising initiatives.
  - Work on sharing materials and toolkits, and proactively promote existing available resources. Reuse existing materials to reduce the cost of campaigns and to avoid reinventing the wheel. In this way, contextualised and repurposed materials can be used for other domestic and/or international campaigns. This also contributes to lower costs.
    - Consider sharing the materials for free.
    - Prepare a partner package with basic instructions, and point your partner to available resources. Direct partners to specific sections rather than sharing overwhelming amounts of information with them.
      - Try to tailor the partner resources to the region (for instance, in Africa, mobile phones are very popular – tailor the format of your resources accordingly).
      - Fit your message and campaign style to the context of the message. Be prepared for the fact that other partners may want to share their message in a different way.
        - Consider local specificities, including the culture of the organisation you are working with.
        - Utilise existing sharing platforms, for example the Stop.Think.Connect.™ Cyber Awareness Coalition.
        - Measure your campaign in terms of reported successes and participation.

It is important to be aware of obstacles, such as the language of the campaign. Other obstacles are trademarks and copyrights which can be a challenge when looking to repurpose and contextualise other organisations' material.

## Timing

Timing is dependent on the implementation time of the campaign. Sufficient time needs to be given for coordination, in the framework of ten months for a major campaign (**#Month**); otherwise campaigns are on-going coordinated efforts.

For smaller-scale campaigns, an agile approach is recommended, enabling a quick and flexible reaction to new developments or incidents.

When approaching partners, take into consideration the time of the year to avoid major celebrations, holidays, or vacation periods.

## Examples

The GFCE's Global Campaign to Raise Cybersecurity Awareness Initiative raises awareness of cyber-related threats and good practices worldwide, empowering citizens with the knowledge and a sense of shared responsibility to practice safe and informed behaviour on the Internet. By leveraging expertise from international partners in government, academic, non-profit, and private sectors, this cybersecurity awareness campaign initiative works broadly with stakeholders to ensure a safer and more secure Internet for all.

GFCE members pursue opportunities for collaboration on raising cybersecurity awareness around the globe, including fostering cooperation and alignment where possible between Stop.Think.Connect.™ and existing cybersecurity awareness campaigns in other countries, joint promotion of cyber safety resources, and good practices. The Initiative provides a partner package with basic instructions for partners implementing awareness campaigns on similar topics, with a set of resources as used in the Global Campaign to Raise Cybersecurity Awareness.

## **Source, support, and mentoring**

More information on the GFCE's Global Campaign to Raise Cybersecurity Awareness:  
<https://www.thegfce.com/initiatives/g/global-campaign-to-raise-cybersecurity-awareness>

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For the integral version of Global good practices, visit: [www.thegfce.com](http://www.thegfce.com)