Avoiding the seven deadly sins of security communications, Part 1

Writing security alerts that work

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Hey there!
Avoiding the seven deadly sins of (ineffective) security communications

- Don’t spam your audience
Avoiding the seven deadly sins of (ineffective) security communications

- Don’t spam your audience
- Don’t bury the lead
Avoiding the seven deadly sins of (ineffective) security communications

- Don’t spam your audience
- Don’t bury the lead
- Don’t assume they know
Avoiding the seven deadly sins of (ineffective) security communications

- Don’t spam your audience
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- Provide instructions that work
Avoiding the seven deadly sins of (ineffective) security communications

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- Don’t exaggerate
Avoiding the seven deadly sins of (ineffective) security communications

- Don’t spam your audience
- Don’t bury the lead
- Don’t assume they know
- Provide instructions that work
- Don’t exaggerate
- Don’t show off
Avoiding the seven deadly sins of (ineffective) security communications

- Don’t spam your audience
- Don’t bury the lead
- Don’t assume they know
- Provide instructions that work
- Don’t exaggerate
- Don’t show off
- Don’t focus on just one channel
The communication template

- Consistent pattern
- Use to
  - Communicate a security vulnerability
  - Convince people to take action
- Modify as you
  - Master the pattern
  - Identify alternate use cases
The communication template

1. Attention-grabbing headline
1. Create an attention-grabbing headline

TORNADO WARNING: Central Pima County until 9:45 AM
The communication template

1. Attention-grabbing headline
2. Concise description of the problem
2. Describe the problem

A tornado warning has been issued for Marana, Picture Rocks, and Rillito, Arizona.

Severe weather includes golf-ball sized hail.
The communication template

1. Create an attention-grabbing headline
2. Describe the problem
3. Tell them what they need to do
3. What they need to do

Residents in the area should take shelter immediately in a basement or inside room without windows on the lowest floor of the house.
The communication template

1. Attention-grabbing headline
2. Concise description of the problem
3. What they need to do
4. Why its important
4. Tell them why it’s important

Get away from windows and get underground.

Even if a tornado doesn't hit, wind or hail could shatter windows, and if you're nearby, you could get hurt.
The communication template

1. Attention-grabbing headline
2. Concise description of the problem
3. What they need to do
4. Why its important
5. Additional important details
5. Provide additional important details

According to The National Weather Service, a tornado "warning" is issued when a tornado is imminent. Usually that means signs of an imminent tornado have been spotted on radar. When a tornado warning is issued, seek safe shelter immediately.
The communication template

1. Attention-grabbing headline
2. Concise description of the problem
3. What they need to do
4. Why its important
5. Additional details
6. How to learn more or get help
6. Tell them how to learn more or get help

For up-to-the-minute tornado tracking information, tune into LocalWeatherAlerts.com.

If you need immediate help, dial 911.
The communication template

1. Attention-grabbing headline
2. Concise description of the problem
3. What they need to do
4. Why it's important
5. Additional details
6. How to get more information or help
To: Broadcast Audience

Cc:

Subject: TORNADO WARNING: Central Pima County until 9:45 AM

From Alert@localweatheralerts.com

TORNADO WARNING: Central Pima County until 9:45 AM

A tornado warning has been issued for Marana, Picture Rocks, and Rillito Arizona. Severe weather includes golf-ball sized hail.

Residents in the area should take shelter immediately in a basement or inside room without windows on the lowest floor of the house.

Get away from windows and get underground.
Even if a tornado doesn’t hit, wind or hail could shatter windows, and if you’re nearby, you could get hurt.

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LocalWeatherAlerts.com

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<more>
TORNADO WARNING
Central Pima Co.
Until 9:45 AM
Radar indicated rotation and quarter size hail
Nearby house is on fire

1. Attention-grabbing headline
2. Concise description of the problem
3. What they need to do
4. Why its important
5. Additional details
6. How to learn more or get help
ALERT: Fire on West Brazos Street – Protect your property now

Housefire on West Brazos Street in Lakewood Estates.

Nearby residents are advised to turn on sprinklers immediately to reduce chance of fire spreading.

Prolonged drought and high winds in the area have significantly increased fire risk.

Nearby buildings with wooden shake shingle roofs are especially vulnerable due to burning embers carried by wind.

If you see fire spread to your immediate area, dial 911.
The communication template

1. Attention-grabbing headline
2. Concise description of the problem
3. What they need to do
4. Why its important
5. Additional details
6. How to learn more or get help