



# NITAM COMMUNICATION PLAN

National Insider Threat Awareness Month

## Theme

**DETER:** Support with messaging on workforce engagement, personnel readiness, awareness, resilience, mental health and wellness, security best practices, safeguarding classified information, bystander engagement, and more.

**DETECT:** Support with messaging on the Critical Pathway, awareness and reporting, engagement of front-line managers and supervisors, training, and more.

**MITIGATE:** Support with messaging on the role of mission partners, multi-disciplinary Insider Threat Hub, mitigation strategies, positive outcomes, and case studies.

## Communication Goals

Increase employee awareness regarding the Nation's vulnerability to Insider Threats.

Emphasize the individual's responsibility to recognize and report concerning behavior.

Introduce Insider Threat program strategies designed to deter, detect, and mitigate risks.

Promote the goal of early intervention and ensure communications maximize transparency and minimize misconceptions associated with Insider Threat programs.

## Intended Outcomes

Increased awareness of risk factors by workforce to prevent Insider Threats.

Maximized reporting by the general workforce.

Enhanced awareness of the Insider Threat program, partners, and process transparency.

Expanded network of resources for Insider Threat personnel and leadership.

## Audience

Academia	Industry under the National Industrial Security Program
Critical infrastructure sectors	Insider Threat program personnel
Government employees	Mental Health professionals
General public	

## Key Activities

Deliver perennial messaging for the public and the workforce.

Develop, curate, or customize existing resources to ensure alignment with audience, stakeholders, and culture of the organization.

Leverage mission partners from the security enterprise, prevention partners, and human resources.

## Platforms

Defense Counterintelligence and Security Agency NITAM: <https://securityawareness.usalearning.gov/cdse/nitam/index.html>

Office of the Director of National Intelligence NITAM: <https://www.dni.gov/index.php/ncsc-how-we-work/ncsc-nittf>

## Social Media

- #NITAM
- #DeterDetectMitigate
- #InsiderThreat
- #SeeSomethingSaySomething

This document supports the annual rollout of the National Insider Threat Awareness Month (NITAM) campaign and aims to build off previous successes and expand the impact and audience of the campaign.

This document aims to enable the community to coalesce under one message while fostering individual department, agency, component, and organizational emphasis on elements of the theme relevant to their audience and stakeholders.

It is recommended to implement messaging in the months leading up to and throughout September.

## Sample Social Media Posts

How does your organization Deter, Detect, Mitigate? [#InsiderThreat](#)

Insider Threat programs are designed to deter, detect, and mitigate risks associated with malicious or unwitting insiders while protecting privacy and civil liberties. [#NITAM](#)

Preventing harm from insider threats is a shared responsibility. [#DeterDetectMitigate](#)

Reporting concerning behaviors allows insider threat programs to take proactive measures that will hopefully lead to positive outcomes for individuals and organizations. [#SeeSomethingSaySomething](#)