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# Information Dissemination Strategy

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# Agenda



The Network

Information

Target Groups

Information Brokers

Measuring outreach



# The Network



# Information



## Information types

- Alerts and warnings
- Advisories
- Awareness information

## Target audience

- Home users
- Youth
- SME

## Tags

- Platform
- Application
- Threat
- Other

## Level of Knowledge

- Knowledge users
- Average users
- I dont know, I dont care

# Target Groups



## Knowledge Users

- CSIRT community
- System administrators

## Information should be:

- Detailed
- Accurate
- On-time

# Target Groups



## Average Users

- Parents
- Employees

## Information should be:

- Not so detailed
- Easy to find, easy to read
- Focused
- Native language

# Target Groups

## I dont know, I dont care Users

- Older people
- Youth

## Information should be:

- Focused
- Tailored
- Native language

INES



# Information Brokers



Good knowledge of constituents/target group

It's their job actually to push information

Can select relevant articles for the topics of their interest

May adapt language style and improve impact

Reuse dissemination channels





# Information Brokers

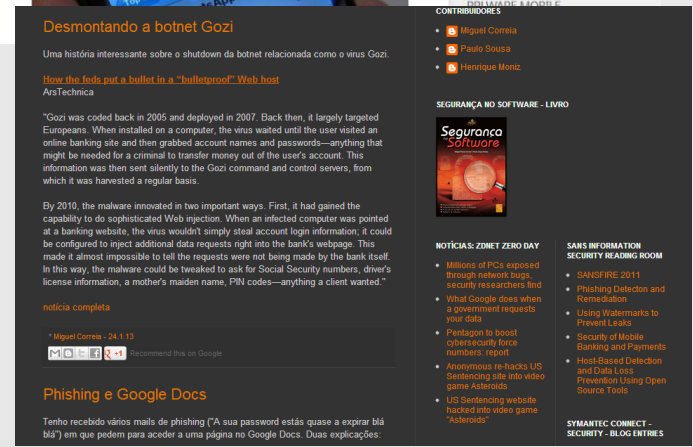


## Generalistic web portal

- Notorius blogs
- ICT news portals

## Advantages

- Easy way to find quality information
- On-time information



# Information Brokers



## Dedicated web portal

- Safer Internet Center
- School community portal
- Special interest groups
- Large employers

## Advantages

- Quality information
- Local language information
- Be part of a major network



# Information Brokers



## Other media

- TV stations
- Radion stations
- Newspapers



## Advantages

- Easy way to investigate new topics
- Quality information

# Measuring efficiency



Number of articles produced

Number of translations produced

Number of local adaptations produced

Number of Information Brokers

Number of potential recipients/IB

Quality of information feedback

# Questions?

