

Red Herring Marketing Project: **COMPLETE!**

Overarching Project Goal



- Help make K-12 staff, locally and across the state, more safe and resilient against phishing and other social engineering attacks
- Protect users and their data by helping K-12 organizations implement and use Red Herring as part of their cyber awareness programs

TO ACCOMPLISH THIS GOAL, WE:

1

Created a complete marketing package for Red Herring

2

Formalized internal processes and procedures

3

Enhanced the Red Herring application

Who was involved in this project?

Cybersecurity

Ali Maroufi

Ed Kipp

Ruben Sandoval

Vong Sopha

Media & Creative Services

Tammy Carpowich

Albert Hernandez

Alex Brawner

Bill Britt

Doug Gilmore

Candida Bothel-Hammond

Chris Iandolo

Chris Minnehan

Paul Matteau

Rod Magdaluyo

Simone Russell

Tom Dulaney

App Dev

Uyen Quach

Haison Tran

Ivan Constantino

EPMO

Peyri Herrera

Flora Pourzamani

Candace Wong

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Red Herring Phishing Awareness

A Product of SDCOE

[Request A Demo](#)[Watch Video](#)

Red Herring - AFTER

BEFORE



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- A full-featured phishing training and analytics platform.
- Easy to use: With minimal training, a phishing campaign can be created using the existing library of templates.
- Customizable: Users can create their own custom email and landing page templates.
- Synchronize users from Azure, Active Directory and Google G-suite.
- Fully supported by the SDCOE CyberSecurity team.
- Created for K-12, by K-12 professionals.



- Red Herring Introduction
- Red Herring Marketing Video
- Cyber Phishing
- Phishing
- Cybersecurity Phishing Awareness – Red Herring
- Cybersecurity Tips - Phishing
- Cybersecurity Tips - Dangers of Phishing

- [User Guide](#)
- [News Article](#)
- [Flyer](#)
- [FAQs](#)

- [ServiceNow Portal](#)
- [Contact Us](#)

Updated Cybersecurity Pages

Logo Refresh

Red Herring



Digital Badges



Marketing Video (2 min)



Training Video (1:18 min)



Social Media Video (24 sec)



SDCOE's New Phishing Simulation Platform

Updated User Guide



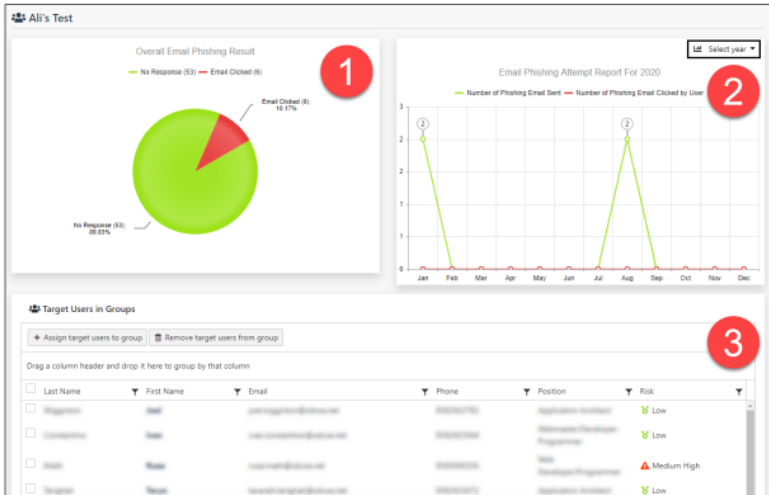
**INTEGRATED
TECHNOLOGY
SERVICES**

View Group Analytics

1. Click **Groups**.
2. Click **Detail** for the group that you would like see group analytics.

Name ↑	Description	Members			
Ali's Test	A test group for Ali	12	Detail	Edit	Delete

3. View the analytics.



- 1 Pie Chart:** Shows the overall results for how many users in the group received the email and opened the phishing link. Shows the number of emails and the percentage. In this example 10.17% of the group clicked the email (shown in red in the pie chart).
- 2 Line Graph:** Shows the total click-thrus by date. Notice you can set the year at the top-right of this graph.
- 3 Target Users in Group:** Shows a list of the target users in this group.
 - Sort:** Click any column header to sort the column (ascending/descending sort).
 - Filter:** Click a column filter to the right of a field name to filter the column. Example: To see all High and Medium High risk, filter the Risk column by entering Contains = High.
 - Drill Down:** Click a user's first name to drill down and view results for just that user. NOTE: You can also drill down on a user's details from the Target Users page by clicking their last name.

Accelerate your organization's cyberawareness education program with Red Herring, full-featured phishing simulation software.

- Keep your organization safe and resilient against phishing and other social engineering attacks
- Easily identify employees susceptible to phishing emails
- Enhance user awareness training with videos and custom quizzes
- Flexible reporting: Drill-down dashboards indicating the effectiveness of campaigns, including user response metrics

Learn more:
securinginfo@sdcoe.net



Created for K-12, by K-12 professionals.



New Flyer

Q: Who will I be able to send simulated phishing emails to?

A: Red Herring allows you to send emails to all users under your domain. You outside your domain.

User Awareness Training

Q: How do I use Red Herring to train users to know how to spot a phishing email?

A: We recommend you identify on the landing page what made your Red Herring phishing email suspicious, have the user watch a cyber awareness video, and optionally take a short quiz in Red Herring.

New FAQs

**Red Herring:
Phishing Simulation Software
for K-12 Agencies**

Presented by the San Diego County Office
of Education (SDCOE)

FOCUS

1



**CYBERSECURITY
AT SDCOE**
A little bit of history...

- Targeted email phishing attacks
- Increased security awareness
- Reduced risk of data breach
- Improved incident response

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**INTRODUCING
RED HERRING**

- Build to house by K-12 Professionals for K-12
- To protect phishing simulations
- Part of our cyber awareness program
- Now available for K-12 agencies

3



Red Herring Features

- Build to house by K-12 Professionals for K-12
- To protect phishing simulations
- Part of our cyber awareness program
- Now available for K-12 agencies

PRESENTATION TOPICS: Red Herring Features | Benefits | Pricing | FAQs

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FEATURES

- USERS
- SCHEDULE
- TEMPLATES
- EDUCATION
- AND MORE!

Red Herring is a feature-rich system designed to get the most with the least effort.

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USERS

- Load your target users individually, use a CSV file, or a directory structure (on premise, Azure, or Google)
- Create groups and move target users to the groups

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SCHEDULE

- Create campaigns
- Schedule phishing activities ahead of time

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TEMPLATES

- Create phishing templates and view them before using them to make sure they look and feel right
- Select from phishing emails shared by other agencies, and share your favorites with other agencies
- Clone a phishing email and modify it to fit your environment

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EDUCATION

- Quiz your target users to make sure they understand the subject
- Train your target users by showing them a video on selected subject

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HELPFUL FEATURES

- Set complexity levels for phishing emails
- Assign risk level to target users
- Collect statistics on target user activity while on the landing page
- Identify if a target user doesn't finish watching training videos assigned

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BENEFITS

- Ready to implement into your existing security program
- Single administration of your training program
- Identify which employees need training
- Identify employees to monitor and assist

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PRICING MODEL

One-Time Implementation Fee + Annual Subscription = Cost of Red Herring

Agency Size	One-Time Implementation Fee	Annual Subscription	Cost of Red Herring
Small (1-50 users)	\$5,000.00	\$10,000.00	\$15,000.00
Medium (51-100 users)	\$10,000.00	\$20,000.00	\$30,000.00
Large (101+ users)	\$15,000.00	\$30,000.00	\$45,000.00

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Q: Who is using this system?

Numerous county offices and districts in California are now using Red Herring.

- As of September 2020, about 20 county offices and 4 districts are using the system.
- The system is designed so that a county office can create accounts for districts within the county but cannot view data on individual employees.
- No agency can send phishing emails to another agency, even if the other agency is within their county.

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Q: How should I use Red Herring to get the best results?

Recommendations:

- Use Red Herring as part of your cybersecurity awareness program
- It should not be used to single out or punish an employee
- Your Superintendent and beginning with should be aware of this program and agree to use it
- Class an individual employees should not be shared with anyone, including the employee
- Employees should use Red Herring as a helpful tool that will help them

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Q: Will SDCOE support my organization?

Yes!

- SDCOE will train you on administering your site
- SDCOE will create a ServiceNow user account for key staff at your organization so you can easily request an incident or enhancement request
- SDCOE will be very large, if successful
- SDCOE: Your organization is responsible for the content of emails, landing pages, and user behavior

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Q: What is the expectation for CoEc (County Offices of Education)?

County offices are to support districts within their county.

- If County offices are not able to help their districts on an individual basis, they can escalate the issue to SDCOE
- Districts that register with Red Herring without their county office will be supported by SDCOE

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Q: Which information is collected in the Red Herring system?

The system collects First Name, Last Name, and Email Address.

- No personally identifiable information is gathered
- Information will not be shared with other organizations, and no agency will be able to see the information for another agency
- Even County office are not able to see detailed information for the districts within their County borders

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Q: What do you do with the information if our agency stops using Red Herring?

We will provide you the information from the system.

- We can turn the information for a file and share it with you in the case that you decide to leave or if you need the information to import it to another system
- The names and email addresses can be deleted upon written request from the agency on, according to the documentation of understanding, 30 days after an agency leaves the system

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Q: Will SDCOE accept feedback and input for enhancing Red Herring?

Yes!

- We will be glad to hear what you have to say about the system and your enhancement suggestions are always welcome
- Submit a request via your ServiceNow account

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Q: What is the process for getting started?

- Contact us for a demo
- Agree to Red Herring service contract
- Load your users and start using Red Herring

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CONTACT US

EDUCATION

We are ready to assist you!

For a consultation, please email us at kenning@sdcoe.net or call 619-200-5557

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New PowerPoint Presentation

Survey Results

Q13 Please use two or more adjectives to describe the materials you viewed.

- **Professional**, **informative**
- Creative, **helpful**
- **Attractive**, **professional**
- **Comprehensive**, technical
- **Interesting**, innovating
- **Informative**, introductory
- It was **informative**, **helpful**
- Consistent, **informative**
- Entertaining, **informative**
- **Professional**, relevant
- Eye catching, **interesting**



Survey Results

	Social Media Video	Marketing Video	Training Video	One Page Infographic Flyer	Red Herring Home Page	SDCOE Cybersecurity Website	User Guide	FAQ
Informative	93%	93%	89%	100%	89%	93%	100%	100%
Persuasive	89%	96%	----	100%	93%	89%	----	----
Attractive/Professional	93%	93%	89%	96%	100%	82%	96%	----
Easy To Use	----	----	----	----	100%	93%	100%	----
Helpful	----	----	----	----	----	----	----	100%

HOW TO READ THE TABLE

- Respondents used a scale of 1-4 (where 1 is Disagree and 4 is Agree)
- The percentages indicate "3" and "4" responses (Slightly Agree and Agree)
- Example: 93% agree or slightly agree that the Social Media Video is informative

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**Collaboration was
key in this project!**

Who was involved in this project?

Cybersecurity

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