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
Updated Cybersecurity Pages
Logo Refresh

Red Herring

Digital Badges

Cybersecurity Champion

Cybersecurity Expert

Cybersecurity Warrior

Cybersecurity Cyber Aware
Social Media Video (24 sec)

Cybersecurity is especially important when you’re working with student information. #ed That’s why SDCOE’s Integrated Technology Services team created #Herring, a cybersecurity education program that uses fake phishing emails to raise awareness of threats for employees. It’s a web-based application that allows organizations to create, schedule, and launch emails that are linked to training resources. The phishing simulation platform is being used by 18 county offices of education across the state and it’s growing. Learn more about this new tool to keep schools and districts safe from cybersecurity threats at https://linkd.in/qjQDS9d.

#CybersecurityAwarenessMonth #cybersecurity #K12 #education #phishing #cybersecmonth #phishingemails

Marketing Video (2 min)

Training Video (1:18 min)
Updated User Guide

View Group Analytics

1. Click Groups.
2. Click Detail for the group that you would like to see group analytics.
3. View the analytics.

![Analytics Diagram]

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![Analytics Diagram]

New Flyer

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

New FAQs

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 are 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 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

<table>
<thead>
<tr>
<th>HOW TO READ THE TABLE</th>
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<tbody>
<tr>
<td>Respondents used a scale of 1-4 (where 1 is Disagree and 4 is Agree)</td>
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<tr>
<td>The percentages indicate &quot;3&quot; and &quot;4&quot; responses (Slightly Agree and Agree)</td>
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<td>Example: 93% agree or slightly agree that the Social Media Video is informative</td>
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<thead>
<tr>
<th></th>
<th>Social Media Video</th>
<th>Marketing Video</th>
<th>Training Video</th>
<th>One Page Infographic Flyer</th>
<th>Red Herring Home Page</th>
<th>SDCOE Cybersecurity Website</th>
<th>User Guide</th>
<th>FAQ</th>
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<tr>
<td>Informative</td>
<td>93%</td>
<td>93%</td>
<td>89%</td>
<td>100%</td>
<td>89%</td>
<td>93%</td>
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<td>Persuasive</td>
<td>89%</td>
<td>96%</td>
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<td>100%</td>
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<td>Attractive/Professional</td>
<td>93%</td>
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<td>82%</td>
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<td>Easy To Use</td>
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<td>Helpful</td>
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Collaboration was key in this project!
**Who was involved in this project?**

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