



Using LinkedIn for **Raising** **Security Awareness**



▶▶▶ Session 1 (Jan 26th): **Intro to LinkedIn
Networking Basics & Professional Branding**

▶▶▶ Session 2 (Feb 16): **Establishing Yourself as a
Thought Leader**

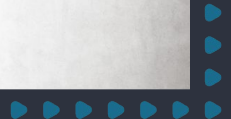
▶▶▶ Session 3 (Mar 16): **Content Creation Workshop**

Security Awareness

Has a Marketing Challenge



- ▶ “Innovative” Solution
- ▶ Varied Target Audience





Why LinkedIn?





Why LinkedIn for Security Awareness?

1. Your **Decision Makers** are there
2. Your **co-workers** are there
3. It's transitioning to **highlight Content Creators**
4. **Build awareness**, grow your **professional brand**





Personal Branding



Visibility = Familiarity

82% of people are very likely to buy from brands they already have experience with.

74% of people grow loyal to a brand after regularly interacting with their online content.



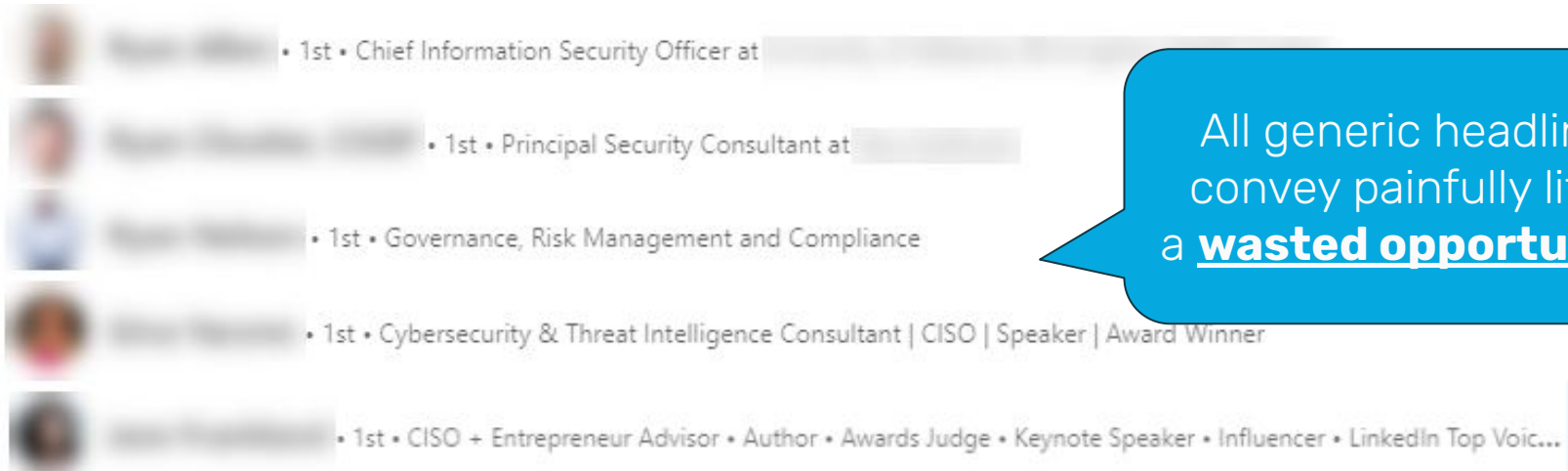
Quick Profile Optimization

- ▶ **Profile Pic** - make it easy to see YOU
- ▶ **Headline** - Make it unique
- ▶ **Featured Section** - add it!
- ▶ **Creator Mode** - Turn it ON



Headline: Your Business Card

- ▶ **More than a job title**, it's part of your professional brand
- ▶ Convey USP of YOU
- ▶ Displays in Search Results & Comments - make it COUNT!



All generic headlines convey painfully little; a **wasted opportunity!**

Effective Headline



- ▶ Conveys your key value, focus, strengths, passion
 - ▶ Stands out from others in your field
 - ▶ Supports your professional branding
- Includes 3-4 keywords you want to appear for in search*

Provides some credibility signals in industry but lacks niche; could be refined

Healthcare Marketing Phenom  - Content Creator - Cancer Survivor - Speaker - Goodwill Ambassador of Public Health

Security Architect Leader |  Podcast Host
| Cybersecurity Advisor | Featured in Tribe of Hackers

Stands out & conveys clearly industry, niche, & passion



More Headline Examples

CISO + Entrepreneur Advisor • Author • Awards Judge •
Keynote Speaker • Influencer • LinkedIn Top Voices • Activist

Accomplishments nice
but too generic

Broad (Amazon) + Niche
(Startup) + Personality

Amazon MadMan | Host #StartupMeetup | JoelMEDIA |
#AskJoel Podcast | Funtrepreneur | Startup Advisor

Founder, NowSourcing - Infographic Expert | Google Board
Member | #LinkedInLive | Podcaster | Featured: NYT, Forbes,
Mashable | #SXSW Advisory Board

Notable Positions &
Publications

Featured Section


Highlight top resources for Security Awareness

Can include:

- ▶ Recent LI Posts
- ▶ Articles published
- ▶ External media
- ▶ Documents
- ▶ External URLs

Featured

Link



HACKING LINKEDIN NETWORKING (THE PEOPLE SKILL, NOT THE TECH SKILL)
WOMEN IN SECURITY SPECIAL INTEREST GROUP
DECEMBER 1, 2022


AYELET HASHACHAR
SHIRE SA CAMBING

ISSA International
issa.org/event/
#ISSAWISSA
#ISSAWebConf

WIS SIG: Hacking LinkedIn Networking (The people skill,...
ISSA International

An extended version of my "Hacking LinkedIn Networking" talk. It is a combination of a crash course on optimizing your LinkedIn profile and jumpstarting your networking using the...

Link



The Big 3

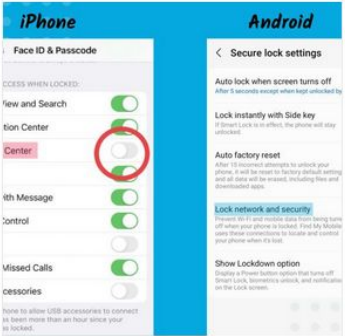
- Large Following ~10K+
- ACTIVELY posting quality content 2-3x / week
- Engaged Audience

BSIDESTLV 2022: Hack LinkedIn Networking (the people skill,...
YouTube

My talk at BSides Tel Aviv 2022. LinkedIn is a tool, just like any other in the hacker's toolbelt, however, for many it's only viewed as a platform for OSINT or a place to regurgitate your...

Post

Have you planned ahead for losing your phone or having it...



iPhone **Android**

Face ID & Passcode

Secure lock settings

Auto lock when screen turns off

Lock network and security

Show Lockdown option

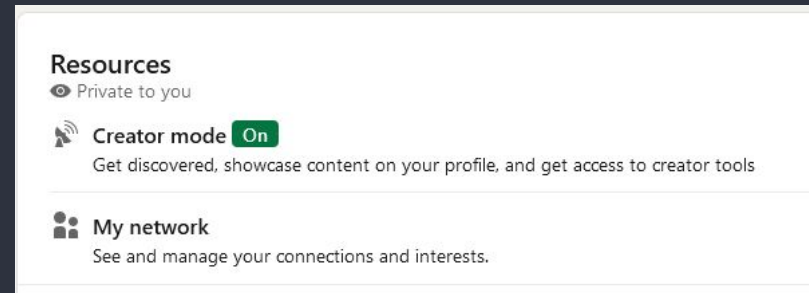
85 · 21 comments

Creator Mode

Will Grow Followers and Reach but only if posting consistently at least 2-3x / week.

Provides Access to:

- ▶ LinkedIn Live
- ▶ Audio Events
- ▶ Newsletters*
- ▶ Follow Tools



Keep content *relevant* so it connects with your audience.



Speaking of audiences...

Who are yours?





Consider the audience

- ▶ **CXOs, Directors, Managers**
- ▶ **Co-workers**
- ▶ **Community oriented**
- ▶ Cybersecurity Peers





Keep message focused

- ▶ It's fine to have different audiences but each post should only target ONE of them
- ▶ Use hashtags the audience cares about, not necessarily cyber professionals





#HashtagReview

- Sweet spot is 3-5
 - Not all #s are created equal
 - Use a mix of broad and niche #s
- 
- 



Be Strategic



- ▶ **1st connection** with your CXOs, Board Members & Directors/Managers
- ▶ Connect with **“regular” coworkers**, too!
- ▶ Identify the **top 10** from these who seem to be **most active on LinkedIn**



Trusted Brands
Numbers for personal
and commercial contacts
can be spotted.



Staying Wizer Online!

Ayelet HaShachar Penrod

Cybersecurity Marketer | OnLine Safety Advocate | LinkedIn Savvy | Cheer Leader for the Cybersecurity Community

Talks about #onlinesafety, #cybersecurityawareness, and #cybersecuritymarketing

Israel · [Contact info](#)

3,986 followers · 500+ connections

Wizer - Free Security Awareness Training

Featured

Post

Being safe (or not safe) online doesn't just affect ourselves.

Digitally, we're so intertwined that our actions DO have a ripple effect that can drastically impact another human being - be it our parents, child, friends or business.

Security awareness is not just another training you have to...

16

2 comments

Post

Back in 2019 when I entered the world of marketing in...

I am thrilled and excited to work with Wizer Training!

126

88 comments

Post

Saw a post today from yet another cybersecurity...

Time Hack to Thoughtfully Grow Your LinkedIn Network in 10...

Ayelet HaShachar Penrod on LinkedIn

29

10 comments

Activity

3,986 followers

Ayelet HaShachar Penrod posted this · 19h ·

If you're struggling to find topics to cover in your security awareness content to make it relevant, check out [Gabriel Friedlander's](#) interview on this very thing. Gaby is a pro at identifying opportunities for content creation. 1 ...show more

SAM LinkedIn Live: Finding Security Awareness Training Topics

wizer-training.com · 8 min read

[Start a post](#)

Activity

3,661 followers

[Start a post](#)

Ayelet HaShachar Penrod reshared a post · 4d

I'm looking forward to our talk tomorrow with [Munish Mehta](#) about cyber insurance for individuals. Turns out, it's a thing! Who knew? ...show more



Cybersecurity Insurance for Individuals. It's a Thing.

6

Ayelet HaShachar Penrod reshared a post · 7w



While I never would have thought I would be part of leading creation and management of a B2B SaaS platform, much less in a niche such as cybersecurity, I do say I am pretty proud of the below accomplishments lined out. ...show more

21

8 comments

[See all activity](#)





Home

My Network

Jobs

Messaging



**Ayelet HaShachar
Penrod**

Cybersecurity Marketer |
OnLine Safety Advocate |
LinkedIn Savvy | Cheer
Leader for the Cybersecurity
Community

Followers 3,977

Drafts 1

Talks about #onlinesafety,
#cybersecurityawareness, and
#cybersecuritymarketing

Ayelet HaShachar's Activity

All activity

Articles

Posts



Security Awareness Managers

Ayelet HaShachar Penrod • You
2d •

So many insights from yesterday's conversation with Nadja El Fertasi around building a healthy security culture.

...see more



You cannot expect a very secure behavior from your people if you are leading based on fear, stress, and speed.



linkedin.com/in/ayelet-penrod/recent-activity/shares/

Bookmark this URL to jump directly to the person's posts for quick engagement

Search



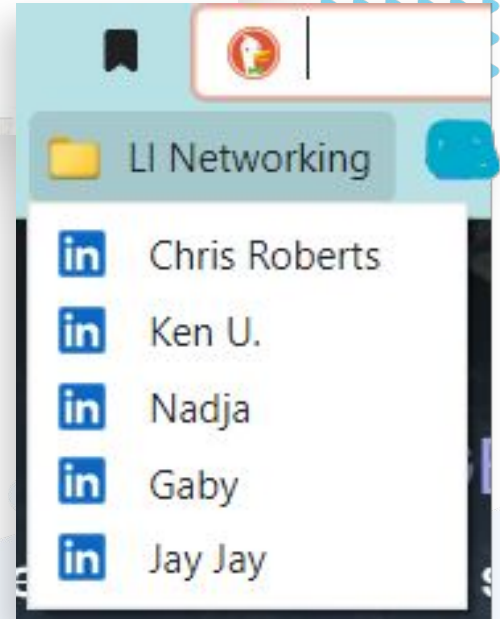
Ayelet HaShachar's Activity

All activity

Articles

Posts

Documents



Homework!

- ❑ **Turn On** Creator Mode
- ❑ **Optimize 1 section** in your profile
 - ❑ Profile pic/Headline/Featured
- ❑ **Commit** to a posting cadence
 - ❑ 2-3 days a week
 - ❑ 5 days a week
 - ❑ Other
- ❑ **Identify** your audience & **connect**
- ❑ **Bookmark** your top 10

**Share progress or ask questions
in our community!**





SAM Community!

Weekly Virtual Meetups

Bi-Monthly Livestreams

Get our email updates:
wizer-training.com/manager-hub