



# Using LinkedIn for Raising Security Awareness

Session 2: Thought Leadership



~~▶ 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**

# Homework Check :)

- ✓ **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



# Thought Leadership

- ▶ “Thought leadership is the expression of ideas that demonstrate you have expertise in a particular field, area, or topic....Utilizing content marketing, social media, and other means to increase your authority and influence are key for successful thought leadership.” *-Western Governor’s University*



# TL = MY

**Thought Leadership = Marketing Yourself**



**Show up consistently across platforms**

**Share knowledge, expertise, lessons learned**



# 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**





# *Getting Started*



# How to Start?



- ▶ **Commit** and get started posting
- ▶ **Stay consistent** whether it's posting 2-3x/week or minimum 1x/week
- ▶ **Start with basic security awareness**, reiterate messaging you're already sending internally

*It's like building muscle, painful at first but then you get faster and stronger. Ideas will come more easily and you'll find your "zone".*





# What's Best to Share?

Types/Format Can Include:

- ▶ **Bite-sized** expertise
- ▶ Tips/Best Practices
- ▶ **Your own professional** take on a news piece
- ▶ **With or without** an image
- ▶ **Polls\***
- ▶ **Video\***
- ▶ **Carousel posts\*** (slides)
- ▶ **Multi-picture\***





# What to Avoid?

- ▶ **Sharing other's post** WITHOUT your OWN insights
- ▶ **Only self/company promotions**
- ▶ **Adding link in the post** (with exceptions)



# Alternative to "Sharing"



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2w • 🌐

Give credit via tagging

Saw this guide as shared by [Gina Yacone](#) of a checklist for companies transitioning workers to work-from-home.

**The excerpt is applicable to any individual to keep in mind when home work environment:**

- Do not store documents locally on personal devices.
- Verify Internet connectivity and speed test to ensure your home appropriate speed to support voice and video calls.
- Ensure all the required applications are accessible remotely from work-from-home devices.
- Lock your device when not in use.
- Public wi-fi isn't safe and opens the door for hackers to steal log and other sensitive data.

- Public wi-fi isn't safe and opens the door for hackers to steal logins, passwords, and other sensitive data.
- Be aware of coronavirus phishing scams, as [there are] fake CDC updates, IT alerts and software notices that attempt to

Full list of tips linked in comments.

Remember to place link in comments

[#workfromhome](#) [#wfh](#) [#cybersecurity](#) [#cybersecurityawareness](#)  
[#smallbusinessstips](#) [#freelancer](#) [#entrepreneur](#) [#smallbusiness](#)

👁 11 • 5 Comments

👍 Like    💬 Comment    ➦ Share

Most Relevant ▾

📈 457 views of your post in the feed



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Cybersecurity Influencer Marketing Manager

2w ...

<https://agio.com/newsroom/coronavirus-how-to-do-business-as-usual-when-its-anything-but/>

# Anatomy of a Post

- ▶ **Hook** - want them to click 'Read more...'
- ▶ **White space** - it's your friend and you don't even know it :)
- ▶ **Hashtags** - helps with reach; keep it audience-centric



# Anatomy of a Post con't

## ▶ Call to Action

Ask a question

Give a challenge

Encourage to Follow & Ring the Bell

## ▶ Link (use sparingly; can post in comments)

## ▶ Tag people and companies (when relevant)

☀ I am Mike.

I will always push you a little harder

I will always be a positive voice for you

I always have my inbox open for you

If you like my content:

🔔 Ring my Bell on my Profile so you are the first to see my posts

👉 Checkout my Break in Cyber Playbook under my profile

🔴 @mikemillercyber on YT and Twitter



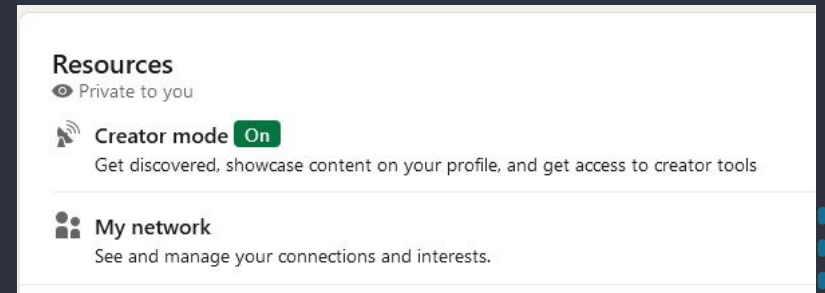


# Creator Mode Reminder

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.

# Remember Your Audience

**Talking to everyone** reaches no one.

**Keep content focused** on giving people value



# Audience Targets

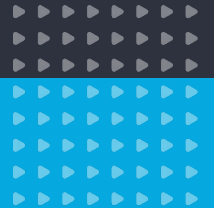
- ▶ **CXOs, Directors, Managers**
- ▶ **Co-workers**
- ▶ **Community oriented**
- ▶ Cybersecurity Peers







*Get Inspired*





# Learn from Others

[Heather Noggle](#)

[Gabriel Friedlander](#)

[Jane Frankland](#)

[Joanna Udo](#)

[Mike Miller](#)

[Maril Vernon](#)

[Neal Bridges](#)

[Anastasia Edwards](#)

[Gerald Auger](#)

[Sarah Armstrong-Smith](#)

[Naomi Buckwalter](#)

[Chris Roberts](#)

[Jax Scott](#)

[AJ Yawn](#)

[Stephen Semmelroth](#)

[Jay Jay Davey](#)



# Homework for Session 2!

- ❑ **Post** 2-3x this week!
- ❑ **Engage** with your audience
- ❑ **Apply 2 format** tips to your post
- ❑ **Follow** 3 'thought leaders' who resonate with you
- ❑ **Post** 2-3x this week!
  - ❑ Curate one piece w/YOUR insights
  - ❑ Post with a picture
  - ❑ Repurpose SA messaging

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





# SAM Community!

**Weekly Virtual Meetups**

**Bi-Monthly Livestreams**

**Security Awareness Resources**

*Get our email updates:*

[wizer-training.com/manager-hub](https://wizer-training.com/manager-hub)