



STOP | THINK | CONNECT™

STOP. THINK. CONNECT., WHICH MARKED ITS FIFTH YEAR on October 1, 2015, is simple, actionable advice that everyone can follow to stay safer and more secure online. **STOP:** make sure security measures are in place.

THINK: about the consequences of your actions and behaviors online.

CONNECT: and enjoy the Internet.

KEY ACCOMPLISHMENTS



The National Cyber Security Alliance (NCSA) and the U.S. Department of Homeland Security (DHS) have

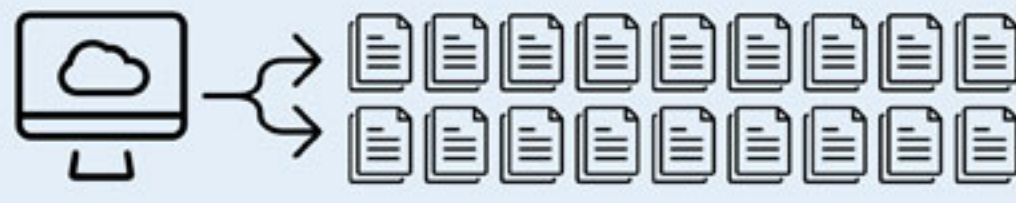
SIGNED 577 ORGANIZATIONS AS STOP. THINK. CONNECT. PARTNERS

(315 through NCSA and 262 through DHS).



STOP. THINK. CONNECT. tips have been

TRANSLATED INTO FIVE LANGUAGES.



MORE THAN 100 ONLINE SAFETY RESOURCES

are available on stophinkconnect.org.



STOP. THINK. CONNECT. has a robust social media presence with more than 307,000 Facebook page likes (/stophinkconnect), while @STOPTHNKCONNECT has more than 24,000 followers and has reached

MORE THAN 31 MILLION PEOPLE

with its online safety messaging on Twitter.

STOP. THINK. CONNECT. TIMELINE

2009

APWG and NCSA bring together government and industry leaders, forming a “Messaging Convention” that agrees to develop and deploy a common messaging platform for keeping people safer and more secure online.

2009–2010

Working by consensus, under APWG and NCSA leadership, 25 companies and 7 U.S. government agencies, including DHS, conduct research and message testing with U.S. consumers, resulting in the creation of the message STOP. THINK. CONNECT.

OCTOBER 1, 2010

The **STOP. THINK. CONNECT. campaign** is launched in conjunction with **National Cyber Security Awareness Month** and designated by President Obama the national cybersecurity education message.

2011

The **Asia Pacific Computer Emergency Response Team (APCERT)** joins as a STOP. THINK. CONNECT. partner.

2012

Public Safety Canada and the Organization of American States join as STOP. THINK. CONNECT. partners.

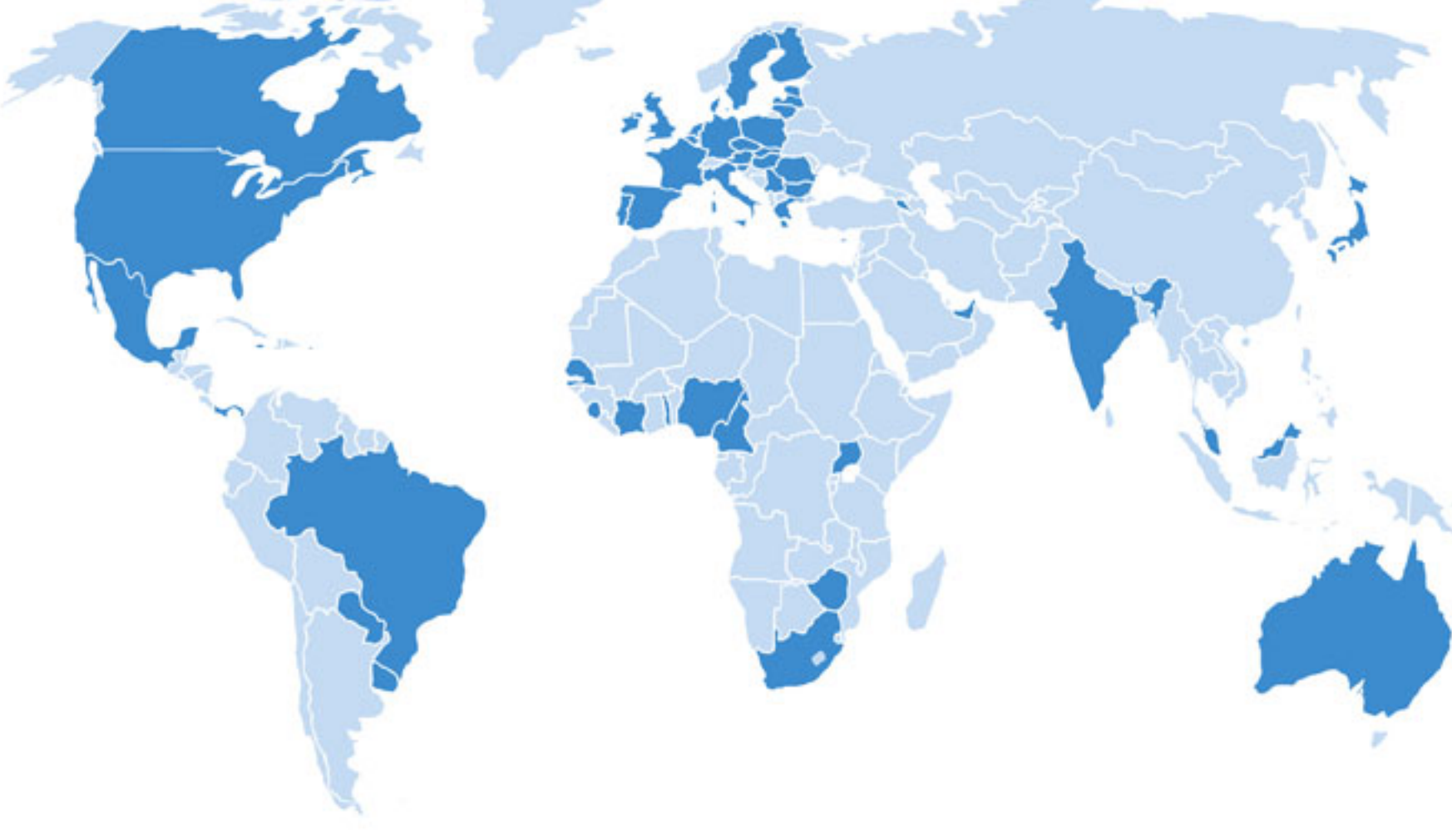
2014

ENISA (coordinator of European Cyber Security Month) and AfricaCERT (the African forum of computer incident response teams) and the Council of Anti-Phishing Japan, join as STOP. THINK. CONNECT. partners, and the Japanese campaign website, stophinkconnect.jp, launches.

2015

INCIBE, the Spanish national cybersecurity institute, joins as a STOP. THINK. CONNECT. partner. The STOP. THINK. CONNECT. campaign reaches 300 partners.

STOP. THINK. CONNECT. AROUND THE WORLD



The **STOP. THINK. CONNECT. partner program** is a free way for organizations to get involved and co-brand with the campaign. Register your organization as a STOP. THINK. CONNECT. partner at stophinkconnect.org/get-involved.

LEARN MORE AT STOPTHINKCONNECT.ORG

@STOPTHNKCONNECT /STOPTHINKCONNECT STOPTHINKCONNECT

