Wednesday, September 27, 2017  
8:30 - 10:00 a.m.  
Bookstore Conference Room

AGENDA:

1. Welcome and Introductions  
   Anthony King

2. The Campus Campaign on Cybersecurity Awareness  
   Mike Corn  
   Chief Information Security Officer
   Ronise Zenon  
   IT Services Information Security Policy Coordinator

3. Member Updates  
   All

The Campus Campaign on Cybersecurity Awareness


The goal of this collaboration, and this toolkit, is to save time and effort by providing a range of options from which to pick and choose for National Cyber Security Awareness Month. The workgroup realizes that not everything will meet everyone’s needs, but hopes that most UC locations will find at least some of the resources useful.

This year’s NCSAM toolkit includes the following:

- Posters on a variety of cybersecurity topics. Instructions to request editable versions are included in the Toolkit.
- Cybersecurity video snippets, plus access to the documentary “Terms and Conditions May Apply”
- Cybersecurity guides for students
- Cybersecurity blog articles and CISO spotlight profiles (will be posted in the UC IT Blog throughout October & linked from the NCSAM Toolkit as published)
- SANS Security Awareness Tip of the Day
- Tips and fact sheets
- Outreach ideas for how to get awareness messages out to their intended audience(s)
- NCSAM resources from Educause
The NCSA (@STAYSAFEONLINE #CyberAware) is also hosting #ChatSTC Twitter chats every Thursday in October (at noon PDT) to highlight that week’s theme. Specifics about each of the #ChatSTC Twitter chats for October and one for November:

**Global Launch of CSAM**
*Tuesday, Oct. 3*
*11:00 a.m.-7:00 p.m. EDT/8:00 a.m.-4 p.m. PDT*
For the first time, in honor of CSAM, internationally renowned government and industry experts will gather to explore major cybersecurity issues during a daylong event hosted by NCSA and OAS. This event will highlight a variety of topics, including how to keep all global digital citizens safer and more secure online and how governments and the private sector can work together on a more secure and trusted internet, and look ahead to the benefits of a globally secure internet. The event will spotlight CSAM’s international adoption. Tune in to the [livestream of the event](http://staysafeonline.us1.list-manage2.com/track/click?u=1cfc376f9f35e50eaea6eb1e0&id=d8b31514be&e=f8375e5dba).

**A Global Kickoff to Cyber Security Awareness Month (CSAM)**
*Tuesday, Oct. 3*
*3:00-4:00 p.m. EDT/8:00-8:30 a.m. PDT*
Join NCSA and partners for a pre-event Twitter chat live from the Organization of American States (OAS) headquarters in Washington, D.C., to kick off the global launch of CSAM and discuss key topics and issues that will be highlighted. Participants will then be invited to tune in to the daylong activities online through the event livestream -- [http://staysafeonline.us1.list-manage2.com/track/click?u=1cfc376f9f35e50eaea6eb1e0&id=d8b31514be&e=f8375e5dba](http://staysafeonline.us1.list-manage2.com/track/click?u=1cfc376f9f35e50eaea6eb1e0&id=d8b31514be&e=f8375e5dba)

**#ChatSTC Twitter Chat:**
**STOP. THINK. CONNECT.™ – Simple Steps to Online Safety**
*Thursday, Oct. 5*
*3:00-4:00 p.m. EDT/12:00-1:00 p.m. PDT*
Staying safe and secure online is our shared responsibility, and it’s critical for any internet user to continually learn about and consistently practice good cybersecurity habits. This Twitter chat -- coinciding with Week 1 of NCSAM 2017 -- will address the top consumer cybersecurity issues.
Concerns, provide simple steps to protect against these threats and teach you what to do if you fall victim to cybercrime. Use #ChatSTC to join!

#ChatSTC Twitter Chat:
Cybersecurity in the Workplace Is Everyone’s Business
Thursday, Oct. 12
3:00-4:00 p.m. EDT/12:00-1:00 p.m. PDT
Whatever your place of business, creating a culture of cybersecurity is an essential shared responsibility among leadership and all employees. Every organization needs a plan for employee education, training and awareness that emphasizes risk management, resistance and resilience. This Twitter chat will showcase how all businesses can protect themselves, their employees and their customers against the most common cyber threats and strengthen their cyber resilience. Use #ChatSTC to join!

#ChatSTC Twitter Chat:
Today’s Predictions for Tomorrow’s Internet
Thursday, Oct. 19
3:00-4:00 p.m. EDT/12:00-1:00 p.m. PDT
Smart cities, connected healthcare devices, digitized records and smart cars and homes have become our new reality. Always-on technology, while it makes our lives more convenient and unlocks potential for the future, is fueled by our personal information, which presents security and privacy concerns for both consumers and businesses. This Twitter chat – coinciding with Week 3 of NCSAM – will highlight the growing Internet of Things and discuss how to use cutting-edge technology in safer and more secure ways. Use #ChatSTC to join!

#ChatSTC Twitter Chat:
The Internet Wants You – Consider a Career in Cybersecurity
Thursday, Oct. 26
3:00-4:00 p.m. EDT/12:00-1:00 p.m. PDT
A key risk to our economy and security is the shortage of cybersecurity professionals to protect our extensive networks. Week 4 of NCSAM is all about growing the next generation of a skilled cyber workforce. In this NCSAM Twitter chat, we’ll discuss the many exciting and rewarding opportunities in the field of cybersecurity and provide tips and resources for both new and seasoned professionals looking to gain cybersecurity expertise. Use #ChatSTC to join!

#ChatSTC Twitter Chat:
Protecting Critical Infrastructure From Cyber Threats
Wednesday, Nov. 1
3:00-4:00 p.m. EDT/12:00-1:00 p.m. PDT
As NCSAM comes to a close, we’ll discuss the connection between the cyber and physical worlds, the importance of protecting and securing our critical infrastructure – our traffic lights, running water, phone lines, power grids and more – and share simple cyber tips for individuals looking to do their part to protect our critical infrastructure from cyber threats. Use #ChatSTC to join!

Marketing Council Listserv: ucsd-marketing-council-l@mailman.ucsd.edu
Here are some **Twitter-ready posts from EDUCAUSE** (that they shared in February and April):


*Note: These are Twitter-ready, meeting the 140-character length restriction.*

- Hover over hyperlinks in e-mails to see where they truly lead. Better yet, type a known URL into your browser. #Phishing #CyberAware
- “Verify your account by midnight or it will turn into a pumpkin!” Get a message urging you to take action? Delete it! #Phishing #CyberAware
- Afraid you’ve fallen for a #phishing scam? Stop what you’re doing & change your password immediately! Then notify the Help Desk. #CyberAware
- Receive a suspicious e-mail from a friend or colleague? Call them to ask if they sent it. #Phishing #CyberAware
- Posting personal information publicly provides fuel for scam artists. #Phishing #CyberAware #PrivacyAware


*Note: These are Twitter-ready, meeting the 140-character length restriction.*

- Be discreet about what you tweet! Don’t overshare personal info. #IdentityTheft #CyberAware
- Use long, complex #passwords or #passphrases as your first line of defense to protect online accounts. #IdentityTheft #CyberAware
- Legitimate businesses will never ask for your account password or SSN. #IdentityTheft #CyberAware
- HTTPS, #VPN, & #2FA are not just for geeks — protect yourself! #IdentityTheft #CyberAware
- Free #WiFi hotspots can be dangerous. Avoid financial transactions while connected. #IdentityTheft #CyberAware
- Review monthly financial statements & shred outdated documents before throwing them away. #IdentityTheft #CyberAware
- Check your credit report annually! Request free reports here: [http://www.annualcreditreport.com/index.action](http://www.annualcreditreport.com/index.action). #IdentityTheft #CyberAware
- You have enough to worry about. #LockDownURLogin [http://www.lockdownyourlogin.com](http://www.lockdownyourlogin.com)! #IdentityTheft #CyberAware
- Don’t become a victim! Stay safe from #cybercrime & avoid these tax season tricks: [http://staysafeonline.org/stay-safe-online/resources/stay-safe-from-cybercrime-during-tax-time](http://staysafeonline.org/stay-safe-online/resources/stay-safe-from-cybercrime-during-tax-time) #IdentityTheft #CyberAware

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Member Updates –

Joanna Szu (ArtPower)

- Celebrate the Arts Day is on Thursday, September 28 from 4–8:30 pm. It’s a resource fair for arts organizations, departments, and student arts organizations on campus. It will feature a concert at 7 pm with indie Chicano band from LA, Las Cafeteras. Celebratearts.ucsd.edu

- ArtPower season opens October 13! Highlight this season is our Global Music series, which features artists from “Banned Nations,” including Yemen Blues from Yemen, Alsarah & The Nubatones from Sudan, and Mamak Khadem from Iran.

- UCSD Staff gets 15% off tickets! Marketing Council, email Joanna@ucsd.edu if there are performances you’re interested in. I’ll try my best to give you complimentary tickets.

- Season Trailer: https://www.youtube.com/watch?v=qHyVOOiGlSs&index=2&list=UUEBUJjP-JFJcApeIjePbo1Q

- ArtPower website: http://artpower.ucsd.edu/

Kristin Schafgans

Next Social Media Group meeting is Oct. 6, from 10:00 – 11:00 a.m. in the Career Services Center Horizons Room.

Facebook Best Practices

Presented by Rebecca Wheeler, social media strategist at UC San Diego Alumni, and Kristin Schafgans, social media and communications manager at University Communications and Public Affairs

Social media changes quickly, and Facebook—the iconic social network—is no exception. Whether you are just getting started or have a well-established Facebook page, this interactive workshop will help you optimize your page for the coming year. We’ll review Facebook basics as well as new features, including:

- Setting up your page and choosing the best template
- Privacy/security features
- Setting community guidelines
- Reviewing tabs and page information
- How to merge pages
- Inbox/messenger
- Events
- Content and engagement best practices

We’ll also share some tips from one of Facebook’s marketing experts, who has been in touch with Rebecca this summer.

Marketing Council Listserv: ucsd-marketing-council-l@mailman.ucsd.edu
Please send any questions you have to kschafgans@ucsd.edu and we will do our best to answer them during the session. Time permitting, we will also cover some Instagram best practices.

**Sign up for the social media group listserv at**
https://mailman.ucsd.edu/mailman/listinfo/social-media-ucsd-l

Danica Sirmans

Changemaker Day

LaWana Richmond (Transportation Services)

Quiet launch of Parkmobile app – a mobile application that allows users to pay for parking on their phone - on Monday in lots near Canyonview Pool (P506), Campus Service Complex (P510), Warren Grad Housing, and the Old Student Center (P113).

Please hold off on promoting – this is just a heads up in case you have visitors and want to leverage this when providing directions and parking instructions if you are near one of the pilot lots.

**NEXT MEETING:** Wednesday, October 25, 2017