Security Ambassador Program: Email Templates



Table of Contents

[Executive Summary 3](#_Toc9498707)

[Initial Ambassador Program Kick-Off Email 3](#_Toc9498708)

[Interest in Learning More 4](#_Toc9498709)

[Welcome Aboard! 5](#_Toc9498710)

# Executive Summary

This document provides examples of different types of email communications you can use in the coordination, deployment, maintaining of your security ambassador program. These templates are only examples, they are designed to be customized by you for your own program.

# Initial Ambassador Program Kick-Off Email

This is an example of an initial kick-off email that you can use to announce your Ambassador program to your workforce. The goal of this email is to generate initial interest.

*Folks,*

*As you know, we take information security extremely seriously. Not only is technology becoming more complex, but cyber attackers are becoming both more sophisticated and motivated in targeting us and our data. We need your help, literally. We are kicking off a new security initiative called the Security Ambassador program. We are looking for volunteers throughout the organization to commit 4 hours a month helping secure your department and peers. You do not need a technical background for this position, we will train you. Instead we are looking for volunteers who have a burning desire to learn more about cybersecurity and help others. As an Ambassador, you would be expected to interact with people in your department and help them with cybersecurity questions or issues, distribute security resources, host lunch-n-learns or events, and other security related activities. The benefit to Ambassadors is you get to meet, interact and network with other Ambassadors throughout the company, develop your cybersecurity and leadership skills, and be recognized for your efforts. All Ambassadors have to go through an interview process, security training and receive their supervisor’s approval before being accepted as an Ambassador. If you are interested in learning more about this opportunity, please contact Bob Smith at bob@example.com.*

**NOTE**: If you have some type of internal security awareness portal or website, you may want to reference that in this email so people know where to go for additional information.

# Interested in Learning More

Once you announce your Ambassador Program, expect people to be asking for more information. Below is an email you can use to reply to them. You do NOT want to bring on-board Ambassadors based on just a few email exchanges. Treat this as a job interview, you will need at least one phone call conversation with each ‘interviewee’ and select only those who you feel are a good fit. It’s easy to bring new volunteers on board but far more difficult to ‘fire’ them. Ultimately, you are looking for passionate people who want to learn and make a difference helping others. Start small and slowly expand.

*Thank you for your interest in the Security Ambassador program, we are very excited about it! Ultimately, we cannot secure the company on our own, we need the help of volunteers embedded throughout the organization. I’ve attached more information in this email that details what is expected of an Ambassador. You do not need a technical background, instead we are looking for people with a desire to continuously learn about cybersecurity and a passion to help others. Also, we will provide you with training, direction and resources to help secure your peers and departments. This position requires you to take the initiative, suggest ideas and continually provide feedback. I suggest we jump on a quick 15 minute call so I can answer any questions you may have. If we determine that this opportunity is a good fit for you, we will then have to get your supervisor’s approval before we can begin the interview process.*

*Thanks!*

*Your name*

* ***Attach job description file to this***

# Welcome Aboard!

This is an example email that you can use to welcome a new Ambassador and explain next steps. This email comes after they have been interviewed for the job and accepted into the program. At some point you will have to train them also before unleashing them (refer to your tracking matrix for all the onboarding steps involved).

*Welcome [name],*

*We are so glad to have you as part of the Security Ambassador program, this is a very exciting time! To help you with the initial process, here are the next steps. First, I need the following information from you*

* *Your full name, title and phone number.*
* *Your work mailing address, this is so we can ship you materials if we need*
* *Your supervisors name and email address.*

*Once you have provided the information requested above, I’ll arrange a one-on-one onboarding call with you to explain next steps. One of your first activities as an Ambassador will be to introduce yourself to your department / peers as their local Ambassador, survey them with some initial questions and provide the information back to us. The better we know and understand your community, the better we can help them.*

*I have given you access to our private Ambassador forum where we collaborate, share documentation and ideas, etc. Please check out the site and let me know what questions you have. We will continue to develop this site as we grow the Ambassador program. In addition, as an Ambassador, you have access to our resource folder, containing materials such as newsletters, presentations and email templates.*

*We host monthly meetings just for the Ambassadors on the second Tuesday of every month. In addition, at the end of every month you will be asked to submit a report with all your activities, measurements and success stories for that month. We will share the report with you (to share with your site leadership) and my team will be sharing this with senior leadership.*

*Finally, we will be sending you a package with your Ambassador materials, to include your certificate and workplace plaque identifying you as an ambassador. Thank you – we look forward to working with you and making this the best Security Ambassador program! Don’t hesitate to reach out to me with any questions.*

# Security Ambassador Introducing Themselves

This is a template your new Ambassador can use to introduce themselves to their peers / department.

*Are you concerned or have questions about cyber security? Do you want to learn more about how to stay safe online, both at work and at home? Do you want to securely make the most of technology but are not sure how? Well, I’m here to help.*

*Our company has established a new program to help all of us be better informed about cybersecurity. I have been named your local "Ambassador" to aid with information around this subject - there will be an ambassador at each primary office location globally. If we have not met before, I am John Doe based out of the DC office. My day job is working on the legal team. I volunteered for this position as I have a love for technology and helping others. Moving forward I will be doing the following in conjunction with security team.*

* *Monthly, I'll send everyone a cybersecurity awareness email -short and sweet - infographics and perhaps brief videos*
* *Quarterly, I'll hold "Lunch & Learns" where I will present on the latest cybersecurity issues and trends - open to all - sometimes with special guests such as the FBI.*
* *Sporadically, flash warnings if a major incident hits our company*

*Moving forward, feel free to reach out to me if you have any thoughts or concerns on cyber security. Finally, this is a wonderful opportunity for all of us to learn how to stay safe. There are loads of resources available to learn more if you are interested. Please see the Information Security Risk Management Hub page for heaps of really helpful information about how to protect yourself and the business against the rising tide of hackers. If you have any questions (or even better suggestions) please let me know. I’m really looking forward to helping you and the team.*

*Sincerely,*