



STOP | THINK | CONNECT™

## International Partner Program Development Guide

Welcome to the STOP. THINK. CONNECT. global campaign!

As a STOP. THINK. CONNECT. International Campaign Partner, you will instruct your national and cultural community - and help make the Internet safer, more trusted and secure for the wider world. Meanwhile, your nation and culture will receive - and amplify - the network effects of a *global* cybersecurity awareness campaign. The first step is incorporating the STOP. THINK. CONNECT. logo, messaging, and tips and advice into new and existing online safety resources.

Here are some ways to get started with the campaign:

- Log on to [stopthinkconnect.org](http://stopthinkconnect.org). If you need credentials to the Partner Resource Center at the website, email [info@stopthinkconnect.org](mailto:info@stopthinkconnect.org) for usernames and passwords. Users can download logos, web banners, templates, toolkits and more.
- Confer with Team STOP. THINK. CONNECT. (APWG or NCSA) to review existing materials, plot next steps, and get your campaign effort underway.
- If you need translations, check with campaign managers at [info@stopthinkconnect.org](mailto:info@stopthinkconnect.org), as they may have languages that aren't published. If not, translate the STOP. THINK. CONNECT. tips into official or national languages. Visit this page to learn more: <http://stopthinkconnect.org/tips-and-advice/>
- Request a copy of the <http://stopthinkconnect.cc> to speed deployment of campaign materials under your nation's ccTLD.
- Request APWG and NCSA broker introductions to national or regional companies and NGOs in your country and region who can join your campaign effort.
- Display the STOP. THINK. CONNECT. logo on all national government websites.
- Gather national companies and NGOs and urge them to adopt the campaign and use its resources on consumer-facing media, such as websites, monthly statements, customers newsletters, etc.
- Issue a press release announcing your partnership with the STOP. THINK. CONNECT. campaign. (Template press releases are available in the Partner Resource Center.) We can coordinate public relations efforts.
- Integrate STOP. THINK. CONNECT. into national annual cybersecurity awareness days (or months) to promote online safety for citizens.
- Follow STOP. THINK. CONNECT. on [Facebook](#) and [Twitter](#).

We look forward to working with you,

The STOP. THINK. CONNECT. Messaging Convention Team  
[info@stopthinkconnect.org](mailto:info@stopthinkconnect.org)



The STOP. THINK. CONNECT.  
Messaging Convention, Inc.  
A Jointly Owned and Operated  
Program of the APWG and NCSA

