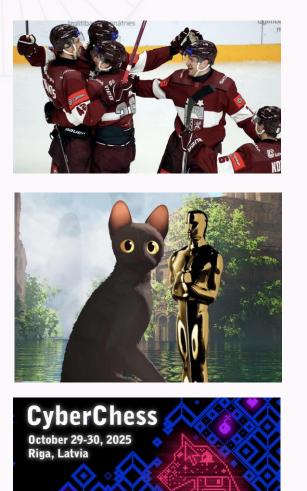


Engaging with the Media to Foster Cybersecurity Resilience

Madara Krutova Latvia's (CERT.LV, part of the National Cybersecurity Centre, LV) Zivile Necejauskaite (NRD Cyber Security, LT)

Latvia? Lithuania?

Latvia





Lithuania





MadeinVilnius.It https://madeinvilnius.it) business · Translate this page : Lithuania is in second place in the world in terms of cyber ... Sep 7, 2023 — Lithuania is in second place in the world in terms of cyber security · Lithuania is among the world leaders · Internet quality even 22 percent.

LR Krašto apsaugos ministerija
https://kam.tt>littuania-ranks-fou... · Translate this page :
Lithuania ranks fourth in the Global Cybersecurity Index ...

In the Global Cybersecurity Index announced on June 29 by the UN International Telecommunication Union (ITU), Lithuania is ranked among the best ten - sixth in ...

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37TH ANNUAL FIRST CONFERENCE | FORTRESSES OF THE FUTURE - BUILDING BRIDGES NOT WALLS TLP:CLEAR

Meet your speakers



In communication field for 14 years, half of which in cybersecurity

Specialise in impact, change and crisis communication, Co-trainer of the ITU Academy course "National cyber crisis management"

Practicioner: engagments with media, initiating PR and coordinating communication are my day-to-day tasks

6+ years at CERT.LV preparing experts for media and handling both local and global media relations

Co-organizer of CyberChess, the premier cybersecurity event in the **Baltics**

Collaborated with national stakeholders to design and launch wide-reaching cybersecurity awareness campaigns



Madara Krutova

Senior Communications Specialist



Živilė Nečejauskaitė

Marketing and Communications Director



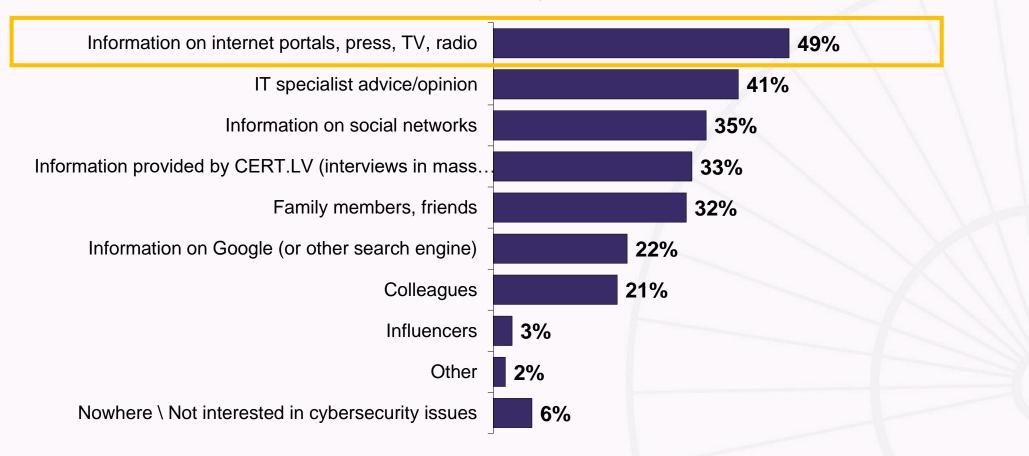
NRD Cyber Security

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Why Media matters?

Where do you get/search for information about cybersecurity?

(Base = all survey participants; N = 1003)



Two paths — with budget vs without

Media Engagement: Two Realities





When you have resources: sky is the limit

1. Launch large-scale national awareness campaigns





Krāpniekzvanu Nonāc drošā Aktīva aizsardzība Sanem informāciju atpazīšana, balstoties piezemēšanās vietnē internetā pret Latvijā par atvairītajiem uz CERT.LV rīcībā aktuālajām krāpšanas ja gadās uzspiest uzbrukumiem esošo informāciju krāpnieciskai saitei kampanām DNS ugunsmūris DNS ugunsmūris CERT.LVA rīdināiums NIC

Liec mūri pret krāpnieka dūri!



dnsmuris.lv



Liec mūri pret krāpnieka dūri!

Atvairi kiberuzbrukumus, uzstādot DNS ugunsmūri

Baiba Kaškina: kiberdrošība ir sabiedrības kopējā atbildība

trādā jau vairāk nekā 20 gadus. Vis





Atvairi kiberuzbrukumus, uzstādot DNS ugunsmūri un nosargā savus datus!

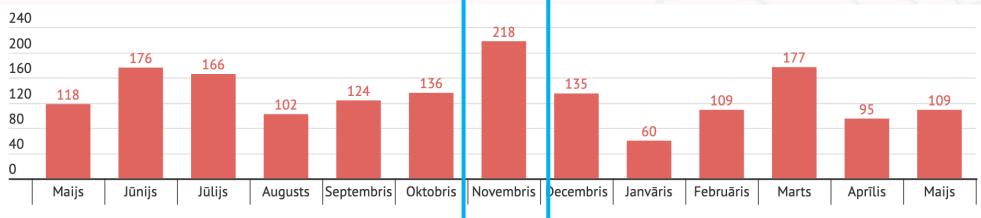
dnsmuris.lv



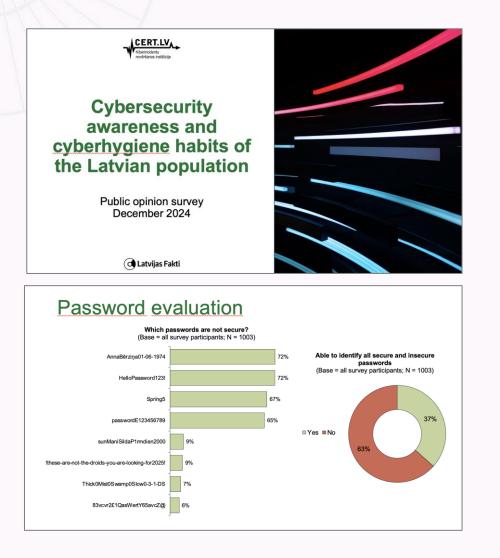
Uzstādi DNS ugunsmüri!

2. Use paid media monitoring tools





3. Commission surveys or reports



False sense of security? 46% don't think hackers are after them

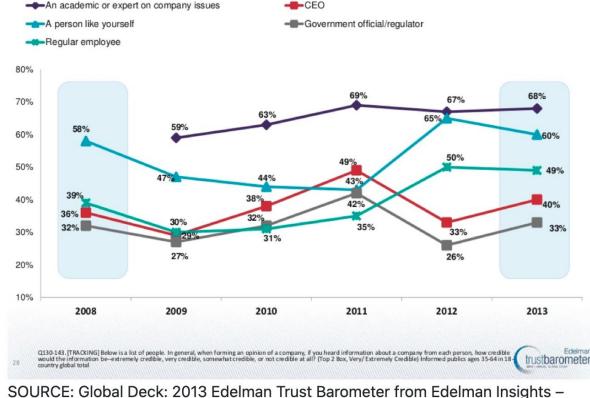
With 2FA, 12% go all in. The rest go halfway - or not at all

When 8 in 10 think "Spring5" is secure, we have a problem

4. Offer media training for internal experts

TRUSTED SPOKESPEOPLE SOLIDIFYING RANK ORDER

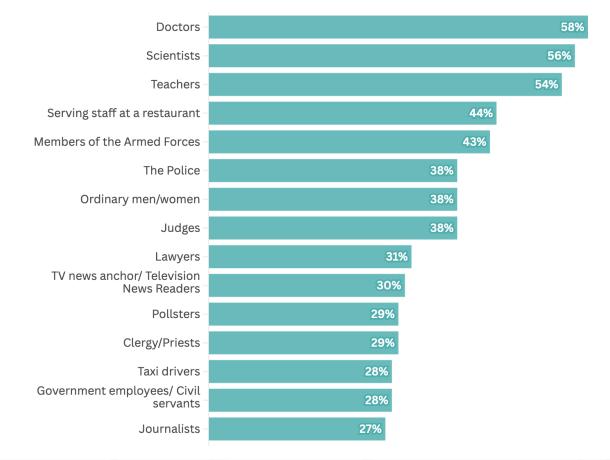
CREDIBILITY OF SPOKESPEOPLE – INFORMED PUBLICS AGES 35-64



http://www.edelman.com/insights/intellectual-property/trust-2013/

Ipsos Global Trustworthiness Ranking 2024

Q: Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?



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No resources? Be the resource

When you don't have budget

1. Collaborate with other ecosystem players



"Your online vigilance helps us protect you better"



When you don't have budget

2. What media appreciate

- Be accessible
- Use in-house experts
- Support stories with visuals
- Create ready-to-use content
- Use your research, statistics and data
- Be a helpful connector

Remember: Media is the bridge.





Examples



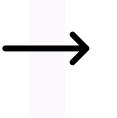
"The breach occurred due to outdated software lacking the latest security updates."

"Man-in-the-middle attacks are common on unsecured networks where traffic is unencrypted."



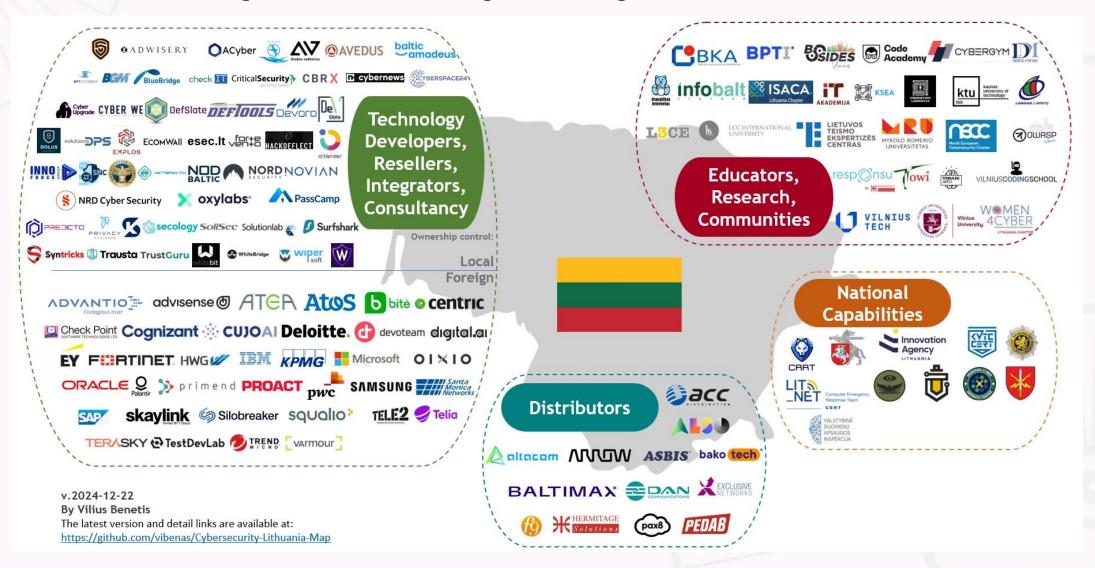
Media - friendly version

"The system hadn't been updated, and that left a door open for attackers."



"Hackers can eavesdrop on what you do if you're on public Wi-Fi without protection."

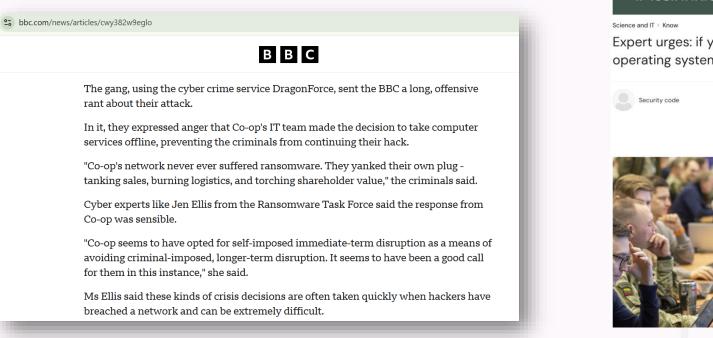
Lithuania's cybersecurity ecosystem



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Engaging with media: private sector perspective

1. Commenting



Lrytas Latest Lithuania Day Business Sports World People Health More Morning Premium War in Ukraine Green space Thanks to the doctors Lrytas recommends European sails Newspaper subscrip

ir išsirinkite vieną iš prizų!

December 22, 2024 09:04

Expert urges: if you receive a notification about a new operating system version, do not ignore it

Everything should start with ourselves: first, let's take care of our own data, let's think about what we give to whom, what we make public, what passwords we use. When we give our data to third parties, let's read where it will be used – let's not blindly agree to everything.



Engaging with media: private sector perspective

2. Initiating PR, articles, etc.

More~

Q

X S 15min.lt/verslas/naujiena/mokslas-it/virtualu-patruli-informuoja-apie-pazeidimus-dominuoja-neapykanta-kurstanti-kalba-ir-draudzian

Finance Science/IT Y Companies Energy Real Estate and Interior

ribers are more successful. DYSON gifts - every week! Subscribe

Virtual patrol is informed about violations: hate speech and prohibited symbols dominate

Hate speech and the display of prohibited symbols are the cyber threats most often reported to the police virtual patrol. During the first half of 2024, officers received a total of 3,818 reports. 223 administrative offense proceedings and 14 pre-trial investigations were initiated, according to a press release from NRD Cyber Security.

😫 vz.lt/kibersaugus-verslas/2025/02/25/staticus-saugumo-operaciju-centro-soc-paslaugoms-pasitelke-nrd-cyber-security-56

VERSLO ŽIGHOS LATEST MY MONEY PODCAST

BUSINESS ENVIRONMENT FINANCE MANAGEMENT INSIGHTS CONSTRUCTION AND REAL ESTATE MARKETS LOGISTICS INDUSTRY 2025-02-25 10:26

NRD Cyber Security

Staticus has engaged NRD Cyber Security for Security Operations Center (SOC) services



Cyberattack intelligence: an expert shares how it works

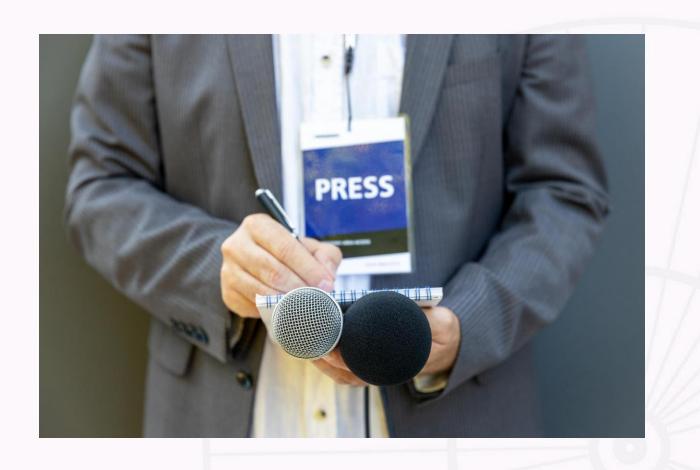
"The main cyber threats come from Russia and Belarus, and their activity has increased significantly since the beginning of the war. One of the main goals of the attacks is ideological, although the real goal is to spread propaganda. They actively respond to political events and target organizations in Ukraine and countries that support it," reads a press release from NRD Cyber Security.

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ource: Press release

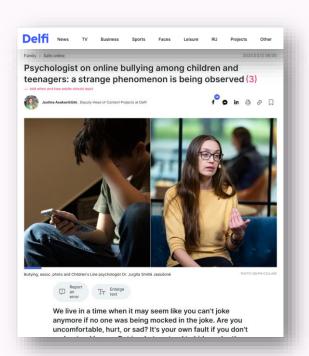
Engaging with media: private sector perspective

3. *Off the record* for journalists

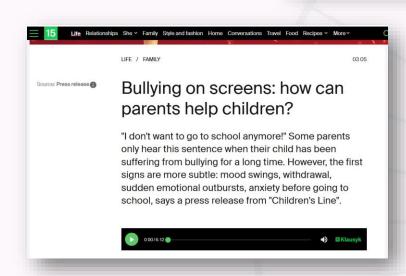


Engaging with media: academia's and NGO perspective

Research Commenting







Engaging with media: media's perspective

- Under pressure to produce content
- Will try to get an all rounded perspective
- Need comments urgently
- Have a shortlist of speakers



Tips and tricks for building bridges with media

- 1. Help the media to tell the story
- 2. Awareness raising for media works too
- 3. Always keep your audience in mind
- 4. Give your experts a voice the public understands
- 5. Avoid cybersecurity jargon



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Zivile Necejauskaite



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