



## 2025 CDSE NITAM MARKETING CAMPAIGN

### Introduction

This CDSE communications plan details strategy for the annual observance of National Insider Threat Awareness Month (NITAM). This year's theme, "Partnering for Progress," underscores the importance of collaborative efforts across the DoD and partners to strengthen our collective defense against insider threats. The NITAM campaign aims to raise awareness among all DoD personnel, emphasizing their critical role in safeguarding national security by recognizing and reporting potential insider threat indicators.

**Dates:** September 1-30, 2025

**Audience:** Any person who has, or once had, authorized access to information, a facility, network, a person, or a resource of the DoD in addition to DoD Insider Threat Program Personnel.

**Theme:** "Partnering for Progress"

**Website:** <https://securityawareness.dcsa.mil/cdse/nitam/>

EXTERNAL MARKETING PLAN
<b>NITAM Messaging</b>
The 2025 theme, "Partnering for Progress," emphasizes the power of collaboration. By leveraging partnerships, we can bridge resource gaps, maximize efficiency through shared knowledge, and avoid redundant efforts.
<i>Insider threat programs are encouraged to tailor the approach to their own needs; adapt and apply the information to their specific stakeholders and challenges.</i>

## GENERAL SUBTHEMES

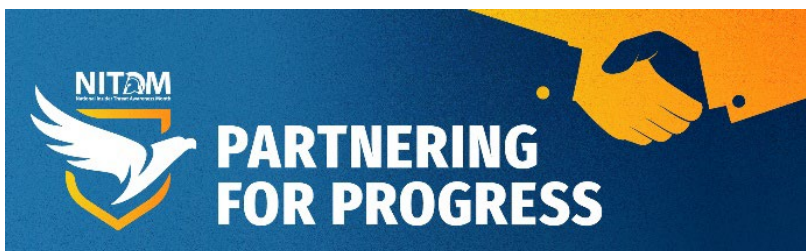
- **Collaboration is Key: Building a Stronger Insider Threat Defense Through Partnership.** This subtheme emphasizes the fundamental importance of teamwork and cooperation across various departments, agencies, and even industries. It highlights that a robust insider threat program thrives on shared knowledge, resources, and expertise.
- **Progress Through Unity: Strengthening Insider Threat Programs Together.** This subtheme emphasizes the collective effort required to advance insider threat deterrence, detection, and mitigation. It suggests a unified approach, while different stakeholders contribute to a common goal of enhanced security.
- **Innovation Through Integration: Partnering to Advance Insider Threat Technology and Best Practices.** This subtheme highlights the role of collaboration in driving innovation. It encourages the sharing of best practices, the integration of new technologies, and the joint development of more effective solutions.
- **Beyond Silos: Partnering to Create a Holistic Insider Threat Program.** This subtheme emphasizes breaking down organizational silos to achieve a more comprehensive and unified approach to insider threat management. It encourages information sharing and collaboration across different departments and themes.
- **Share Responsibility, Shared Success: Partnering for a Secure Future.** This subtheme underlines that insider threat mitigation is a shared responsibility, and that collective effort leads to shared success in protecting valuable assets and information.

## GET INVOLVED

There are no limits on ways to get involved in National Insider Threat Awareness Month (NITAM). This September marks the seventh annual NITAM, as well as an opportunity to elevate the overall security posture, strengthen insider threat programs, and ensure a trusted workforce.

For ideas on how to participate in the month-long campaign, check out the newly launched [NITAM site](#) - updated for 2025 with FAQs, events and helpful resources. Resources include games, case studies and items such as [Human Resources & Insider Threat short](#), and [DITMAC DOD Insider Threat Reporting Portal](#).

## ANNUAL NITAM GRAPHICS



## SOCIAL MEDIA MARKETING

Routine NITAM and insider threat posts will be available throughout September on CDSE platforms:

- LinkedIn (<https://www.linkedin.com/showcase/cdse/>)
- Facebook ([www.facebook.com/TheCDSE](https://www.facebook.com/TheCDSE))

## CDSE FACEBOOK AND LINKED IN POSTS

9/2



Don't miss the National Insider Risk Symposium Sept. 17-18 at the National Housing Center in Washington! Learn about the evolving insider risk landscape, along with the technologies, policies, and strategies necessary to disrupt and mitigate those threats.

<https://www.insideriskevent.com/>

9/3

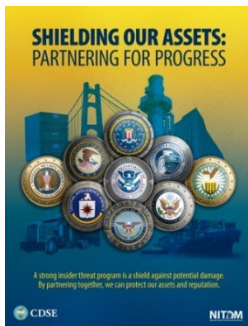


September is National Insider Threat Awareness Month (NITAM), focusing on educating Government and industry professionals about the risks posed by insider threats and the role of insider threat programs. This year's theme is "Partnering for Progress."

<https://securityawareness.usalearning.gov/cdse/nitam/>

#CDSE #DCSA #DOD #NITAM #PartneringForProgress

9/5



#CDSE is honored to partner with other DOD insider threat programs at the 2025 #NITAM Pentagon Apex Event on Tuesday, Sept. 23 from 10 a.m. - 2 p.m. ET. #CDSE will be on site to raise awareness, answer questions, and promote understanding of insider threat programs requirements and capabilities. Open to personnel with Pentagon access only.

#CDSE #DCSA #NITAM #InsiderThreat #PartneringForProgress

9/8



Do you have insider threat information, but don't know where to report it? The DoD Insider Threat Reporting Portal provides the ability to anonymously report potential insider threat indicators exhibited by individuals with current or former access who may pose risk to DoD information, resources and facilities.

Don't keep it to yourself! If you see something, say something.

<https://ditmac.experience.crmforce.mil/reporting/>

#CDSE #DCSA #NITAM #InsiderThreat #PartneringForProgress

9/8



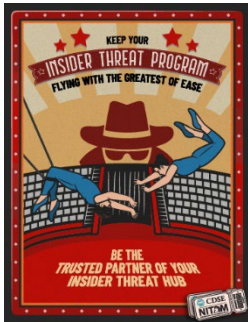
During the 10th National Insider Risk Symposium Sept. 17-18 in Washington, CDSE will convene with key leaders, innovators, and experts from both the commercial and public sectors to discuss the evolving insider risk landscape.

Join #CDSE as we highlight the importance of a multifaceted approach to strengthen detection capabilities, accelerate responses to emerging risks, and drive the development of more proactive security measures.

<https://www.insiderriskevent.com/>

#CDSE #DCSA #NITAM #InsiderThreat #PartneringForProgress

9/10

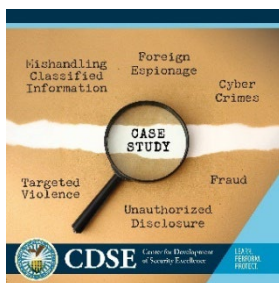


Looking for National Insider Threat Awareness Month posters? Fly, flip, or swing over to the official NITAM website to get yours today!

<https://securityawareness.dcsa.mil/cdse/nitam/>

#TrustedPartner #InsiderThreat #NITAM #CDSE

9/12

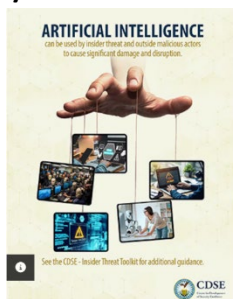


**#DYK** Jack Douglas Teixeira was sentenced to 15 years in prison in 2024 for mishandling classified information? Teixeira shared classified information on social media for nearly four months. In search of Teixeira's bedroom after his arrest, FBI agents found a stockpile of weapons, including handguns, shotguns, an AK-style rifle with high-capacity magazines, a gas mask, and other weapons.

<https://securityawareness.dcsa.mil/cdse/case-studies/case.html?Teixeira>

#DCSA #NITAM #InsiderThreat #PartneringForProgress

9/15



Have questions about insider threat related content? What are the risks of an insider threat? How do I counter one? Visit the National Insider Threat Awareness Month (NITAM) FAQ page for more information!

<https://securityawareness.dcsa.mil/cdse/nitam/faqs.html>

#CDSE #DCSA #NITAM #InsiderThreat #PartneringForProgress

9/16



Don't miss the 10th National Insider Risk Symposium this Wednesday and Thursday in Washington! The event will highlight the importance of a multifaceted approach to strengthen detection capabilities, accelerate responses to emerging risks, and drive the development of more proactive security measures.

If you are in the DC area, this is one event you don't want to miss!

<https://www.insiderriskevent.com/>

#CDSE #DCSA #NITAM #InsiderThreat #PartneringForProgress

9/19



#DYK Ji Chaoqun is #CDSE's 100<sup>th</sup> case study? Learn more about Chaoqun, and why he was sentenced to eight years in prison for acting illegally within the United States as an agent of the People's Republic of China.

<https://securityawareness.dcsa.mil/cdse/case-studies/case.html?Chaoqun>

#NITAM #CaseStudy #InsiderThreat

9/22



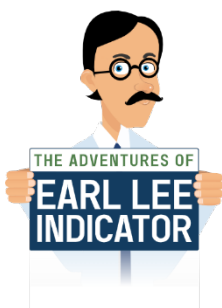
First held in 2019, NITAM is an annual, month-long campaign during September that brings together thousands of U.S. security professionals and policy makers from government and industry, located in 25 countries around the globe.

It educates government and industry about the risks posed by insider threats and the role of insider threat programs. Learn more about NITAM at the link below.

<https://securityawareness.dcsa.mil/cdse/nitam/index.html>

#CDSE #DCSA #NITAM #InsiderThreat #PartneringForProgress

9/23



Did the games over the weekend have you down? Get back in the game with #CDSE's "The Adventures of Earl Lee Indicator"! The mission is to deactivate a computer virus created by a malicious insider in under 25 minutes. During gameplay, you must explore various rooms to find clues to help you escape. There are four rooms in total with puzzles that may take any form. Start playing today!

<https://securityawareness.dcsa.mil/cdse/multimedia/games/escape/index.html>

#DCSA #EarlLeeIndicator #InsiderThreat #NITAM



9/24



Great partnerships build winning teams. Partner with #CDSE to gain the resources you need, including National Insider Threat Awareness Month posters.

<https://securityawareness.dcsa.mil/cdse/nitam/resources.html>  
#NITAM #CDSE #PartneringForProgress

9/25



Do you have insider threat information, but don't know where to report it? The DoD Insider Threat Reporting Portal provides members of the DoD and the public with the ability to anonymously report potential insider threat indicators exhibited by individuals with current or former placement and access who could pose risk to DoD information, resources and facilities.

Don't keep it to yourself! If you see something, say something.

<https://ditmac.experience.crmforce.mil/reporting/>  
#CDSE #DCSA #NITAM #InsiderThreat #PartneringForProgress

9/26



Looking for eLearning courses? The NITAM website has what you need! From "Behavioral Science in Insider Threat", to "Unauthorized Disclosure of Classified and Controlled Unclassified Information", find a course that can assist you in becoming a better insider threat professional.

<https://securityawareness.dcsa.mil/cdse/nitam/resources.html>  
#CDSE #DCSA #NITAM #InsiderThreat #PartneringForProgress

9/29



#DYK you can access insider threat resources directly on the NITAM website?

- ✓ Case Studies
- ✓ Job Aids
- ✓ Training
- ✓ Videos

Find what you need, all in one location!

<https://securityawareness.dcsa.mil/cdse/nitam/resources.html>

#CDSE #DCSA #NITAM #InsiderThreat #PartneringForProgress

9/30



Today is the last day of National Insider Threat Awareness Month. But preventing insider threats never stops.





#CDSE provides the tools and resources you need to combat these security risks 24/7. From job aids to eLearning courses, we have what you need.

<https://www.cdse.edu/>

#CDSE #PartneringForProgress #NITAM

#### CDSE POSTERS AVAILABLE ON NITAM WEBSITE

Link	Image
<a href="https://securityawareness.dcsa.mil/cdse/nitam/docs/NITAMSeed_Poster.pdf">https://securityawareness.dcsa.mil/cdse/nitam/docs/NITAMSeed_Poster.pdf</a>	A poster with a yellow background. It features a green seedling growing out of a mound of dark brown soil. The text "SOWING THE SEEDS OF SECURITY" is prominently displayed. Below the seedling, it says "Growing a Resilient Insider Threat Program". The CDSE logo is in the bottom left corner, and the NITAM logo is in the bottom right corner.
<a href="https://securityawareness.dcsa.mil/cdse/nitam/docs/PeacePartner.pdf">https://securityawareness.dcsa.mil/cdse/nitam/docs/PeacePartner.pdf</a>	A poster with a dark blue background. It shows a stylized building with the word "NITAM" on its facade. Two figures in blue and yellow uniforms are standing on the roof of the building. A large white padlock icon is in the top right corner. The text "STRONGER TOGETHER SECURING PEACE THROUGH PARTNERSHIP" is at the top. The CDSE logo is in the bottom right corner.
<a href="https://securityawareness.dcsa.mil/cdse/nitam/docs/StrongBond.pdf">https://securityawareness.dcsa.mil/cdse/nitam/docs/StrongBond.pdf</a>	A poster with a dark background. It features a close-up of a dog's head, looking upwards. The text "STRIVE TO BUILD A STRONG BOND WITH YOUR TEAM." is at the top. Below the dog's head, there is a quote: "The relationship between a military working dog and a soldier is a bond that is built on trust, loyalty, and partnership. You see the loyalty, the devotion, the care and the partnership." The CDSE logo is in the bottom left corner, and the NITAM logo is in the bottom right corner.

<a href="https://securityawareness.dcsa.mil/cdse/nitam/docs/Shield-Poster.pdf">https://securityawareness.dcsa.mil/cdse/nitam/docs/Shield-Poster.pdf</a>	 <p><b>SHIELDING OUR ASSETS: PARTNERING FOR PROGRESS</b></p> <p>A strong insider threat program is a shield against potential damage. By partnering together, we can protect our assets and reputation.</p> <p>CDSE NITAM</p>
<a href="https://www.cdse.edu/Training/Security-Posters/Article/4150914/artificial-intelligence/">https://www.cdse.edu/Training/Security-Posters/Article/4150914/artificial-intelligence/</a>	 <p><b>ARTIFICIAL INTELLIGENCE</b> can be used by insider threat and outside malicious actors to cause significant damage and disruption.</p> <p>See the CDSE - Insider Threat Toolkit for additional guidance.</p> <p>CDSE</p>
<a href="https://securityawareness.dcsa.mil/cdse/nitam/docs/Trapeze-Poster.pdf">https://securityawareness.dcsa.mil/cdse/nitam/docs/Trapeze-Poster.pdf</a>	 <p><b>KEEP YOUR INSIDER THREAT PROGRAM FLYING WITH THE GREATEST OF EASE</b></p> <p><b>BE THE TRUSTED PARTNER OF YOUR INSIDER THREAT HUB</b></p> <p>CDSE NITAM</p>
<a href="https://securityawareness.dcsa.mil/cdse/nitam/docs/SecretSafe.pdf">https://securityawareness.dcsa.mil/cdse/nitam/docs/SecretSafe.pdf</a>	 <p><b>Protecting Trade Secrets</b> Keep It Secret. Keep It Safe.</p> <p>CDSE</p>



<a href="https://securityawareness.dcsa.mil/cdse/nitam/docs/ReportingReq.pdf">https://securityawareness.dcsa.mil/cdse/nitam/docs/ReportingReq.pdf</a>	
<a href="https://securityawareness.dcsa.mil/cdse/nitam/docs/CyberEspionageHygeine.pdf">https://securityawareness.dcsa.mil/cdse/nitam/docs/CyberEspionageHygeine.pdf</a>	
<a href="https://securityawareness.dcsa.mil/cdse/nitam/docs/elicitation.pdf">https://securityawareness.dcsa.mil/cdse/nitam/docs/elicitation.pdf</a>	