Cyber Thought (An Initiative by)

Scholastic Seed Inc.

In today's world, every organization is digital by default. Such organizations are prone to face cyber attacks repeatedly. In such a situation every asset in the organization is at a risk. Keeping in mind this initiative has been initiated by magazine for authors to express their thoughts regarding the cyber related issues.

Summary

Clearly, 2019 will continue to have some **significant cyber security hurdles**, with the shortage of cyber security professionals among them. The amount of complexity in cyber security systems continues to make staying ahead of hackers difficult and time consuming.

This is the opportune moment for businesses to revisit their cyber security plans to **make sure they have the right mix of technology** to detect cyber attacks and the right people to defend against them.

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Adrian Nish, Head of Threat Intelligence at BAE Systems offers his perspective on the state of Cyber Security and predictions for 2020.

2020 Predictions

CYBER PR® SOCIAL MEDIA PYRAMID

GROUP 5: SHINING A LIGHT ON YOURSELF
(AKA SELF PROMOTION)
Like: Fats, Oils & Sweets (Use Sparingly!)
Servings (Recommended Frequency):
1 out of every 10 posts

OK to do, but not too often! Don't forget about your specific calls to action or they won't be fruitful!

GROUP 3: CURATE CONTENT
Like: Milk, Poultry, Fish, Beans & Eggs
Servings (Recommended Frequency):
2 - 3 out of every 10 posts

Content may be King, but content curation is Queen.

GROUP 4: A PICTURE SAYS 1,000 WORDS
Like: Milk, Cheese & Yogurt
Servings (Recommended Frequency):
2 out of every 10 posts

Visuals are extremely effective and mix up your strategy nicely. Take photos with your mobile, and post them directly to Facebook and Twitter.

GROUP 2: SHINE A LIGHT ON OTHERS
Like: Fruits & Vegetables
Servings (Recommended Frequency):
2 - 3 out of every 10 posts

Take all of the attention off of you and put it into others. People will appreciate this because you are recognizing them in front of new potential fans and followers.

GROUP 1: DIRECT ENGAGEMENT
Like: Bread, Cereal & Pasta
Servings (Recommended Frequency):
3 - 4 out of every 10 posts

Make sure you're in a two-way conversation with people constantly.

SUMMARY: Choose from Groups 1-5 and mix it up. Soon you will be fully engaging people easily and naturally, without thinking! Just like eating.

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