



Media Kit

Overarching CDSE



CDSE

Center for Development
of Security Excellence

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Overview

The Defense Counterintelligence and Security Agency's (DCSA) Center for Development of Security Excellence (CDSE) has just released a new Public Service Announcement (PSA) about free world-class training and professional development opportunities available to your workforce and stakeholders.

This short video is designed to provide security professionals information about Training, Education, and Certification opportunities that will increase their security knowledge and prepare them for career advancement while addressing the nation's security challenges.

Purpose of this Resource

This resource is designed to help ensure that you, our stakeholders and partners, have the tools needed to effectively engage constituents about CDSE's free security training, education, and certification programs.

Who Should Use this Resource

U.S. Department of Defense (DoD), U.S federal agencies, and cleared contractors under the National Industrial Security Program (NISP), Human Capital Management Offices, Public Affairs, Security Education, Training, and Awareness (SETA) Managers, and security professional associations can use this media kit to raise awareness about CDSE's free training and continuing education opportunities.

How to Use this Resource

1. Download the PSA using one of the links provided
2. Copy and paste or revise the messages provided for your communication channel
3. Feature the PSA on your website, intranet, social media, closed circuit television, classrooms, and electronic communications

What's Inside

- PSAs and related information, such as:
 - ✓ Audience Description
 - ✓ Guidance
 - ✓ Video Graphics
 - ✓ Links to the PSA
 - ✓ Social Media Content
- Kit Usage Information
 - ✓ Social Media
 - ✓ DVIDS Download Instructions
 - ✓ Video Graphics
- Messaging for intranet, newsletter, website posting
- CDSE Information

Overarching PSA (:59)

Audience

Federal Government civilian and military personnel, and Industry

Video Graphic



Links

YouTube: <https://youtu.be/G59Una5hLwk>

DVIDS: <https://www.dvidshub.net/video/766773/center-development-security-excellence-cdse-overview-psa>

Sample Tweets

Are you a security professional looking for training or resources to help with your day-to-day job? Learn more about #CDSE's free offerings: <https://youtu.be/G59Una5hLwk> #security #training #education #certification

#DYK you have access to free 24/7 security training and professional development resources if you work for the DoD, U.S. government, or contractors within the NISP? Learn more at <https://youtu.be/G59Una5hLwk> #security #training #education #certification

Are you familiar with CDSE and all it has to offer? Check out this quick video to learn more and share with your organization! <https://www.dvidshub.net/video/766773/center-development-security-excellence-cdse-overview-psa> #security #training #education #certification

Sample Facebook or LinkedIn Posts

Attention security professionals: #CDSE has free training, education, and certification and resources you need to help you with your day-to-day job and all aspects of security! Learn more about courses and products here: <https://youtu.be/G59Una5hLwk> #security #training

CDSE has free security training, education, and certification for all Federal Government civilian and military personnel, as well as select programs for cleared industry. Watch this video, learn more, and get engaged to enhance your career! <https://youtu.be/G59Una5hLwk>

Additional Information for Your Communications

Write about the free Training, Education, and Certification offered by CDSE and include the links provided in the public service announcements or upload the video file directly if using electronic methods. Share this information through your communication channels such as email distribution lists, newsletters, announcements, social media, etc. For messaging ideas, use the language featured in the following table or create your own.

Newsletter, Announcement, or Website Language Tip: Consider featuring items of special interest based on relevant activities and events specific to your audience. (i.e., professional development, continuing education, job fairs, benefits, etc.)

Sample Newsletter, Announcement, or Website Language
<p>FOR ALL AUDIENCES:</p> <p>A Message for Security-focused Professionals about our Free Training, Education, and Certification Programs:</p> <p>Are you looking to broaden your knowledge in the security field or take that next step in your career?</p> <p>If you're a security professional at the U.S. Department of Defense (DoD), a U.S federal agency, or with a cleared contractor under the National Industrial Security Program (NISP), you can take advantage of the Center for Development of Security Excellence (CDSE)'s opportunities to prepare for career advancement and increase your security knowledge while addressing the nation's security challenges.</p> <p>The Defense Counterintelligence and Security Agency (DCSA)'s CDSE has just released a new public service announcement about its free, world-class Training, Education, and Certification.</p> <p>Watch these short videos to see if one or all of CDSE's learning programs can help support your career; and visit www.cdse.edu to take that next step.</p> <p>[INSERT YOUR SIGNATURE BLOCK HERE]</p>

Kit Usage Information

Social Media

Encourage your followers to check out CDSE's programs for professional development by posting content on your platforms once a week for 30 days. Feel free to copy and paste the sample social media tweets and posts we have provided; or create your own with the hashtags: #security #education #training

Social Media posts can be used in one of two ways:

- 1) Use the YouTube links provided in the sample posts to accompany the PSA
- 2) Use the downloaded PSA from DVIDS and upload them directly to your social media platforms

We recommend using the provided social media posts on a weekly basis on each platform; alternating the tweet/post language between the weeks.

***Social Media Tip:** Tweets and posts with hashtags, images, GIFs, and linked content are more likely to receive interaction from your audiences!*

DVIDS Downloading Instructions

For DoD users, visit the URL listed herein to download video for use within your organization. On the right-hand side under the "Options" list, select "Download Video." After selecting to download, a window will pop up asking you to either open the file or save it to your machine.

Video Graphics

Images are provided as a frame of reference. When you upload the links to your social media platforms, an image from the video you use will appear.

CDSE PSA Guidelines

When using the CDSE PSA, please follow the below guidelines:

- You may not pay to have the PSAs played on any TV, radio or digital channel. They can only be placed in donated media.
- You may not edit or alter, create derivatives of, or otherwise attempt to modify or use CDSE PSAs in any way other than expressly authorized.
- Stakeholders cannot use any PSA footage to create other PSAs.
- CDSE reserves the right, in our sole discretion and at any time, to ask you to remove PSAs from any media channel where you have placed them that we may deem inappropriate.
- All files are provided in compliance with Section 508 of the Rehabilitation Act, to ensure the accessibility for people with disabilities. Closed captions may not be turned off on video PSAs when disseminated, and if stakeholders create their own video PSAs, those must be closed captioned as well.

Media Content Restrictions

Partners and stakeholders must avoid placing any of the CDSE PSAs near content or websites that:

- Include explicit or gratuitous displays of violence, profanity, sex, pornography, nudity, and anti-social behavior.
- Engage in or promote disparaging, prejudicial, derogatory, discriminatory or violent treatment of any individual or group.
- Sensationalize the neglect, abuse, or suffering of any person or animal.
- Exploit or promote highly dangerous or inappropriate situations or behaviors for minors.

- Incite violent acts toward the government or the public, including but not limited to domestic and international terrorism.

About CDSE

At a Glance

Double-click the thumbnail below to learn more about CDSE.



Follow Us

Like, share, retweet, and comment on our posts! CDSE maintains active social media accounts on three platforms: Facebook, Twitter, and YouTube. Look for our messages, webinars, and new learning resources!



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