



mimecast[®]

End User Enablement Campaign Kit



Welcome to Mimecast! We are delighted to welcome you as a new customer, and we are here to help you ensure your end users are prepared and educated on the exciting changes coming to their email.

To help you roll-out Mimecast to your end users, we have a series of e-shots and a series of videos to help you message and prepare your end-users. We've created guides and recommendations of what to send and when.

Mimecast Team, 2021

mimecast®

1. Communication Plan

End user enablement in 3 simple steps

Step 1

How to use these assets
and campaign plan

This document



Step 2

End User Email
Templates

*Pre-built HTML emails
for your corporate
branding*



Step 3

End User Videos

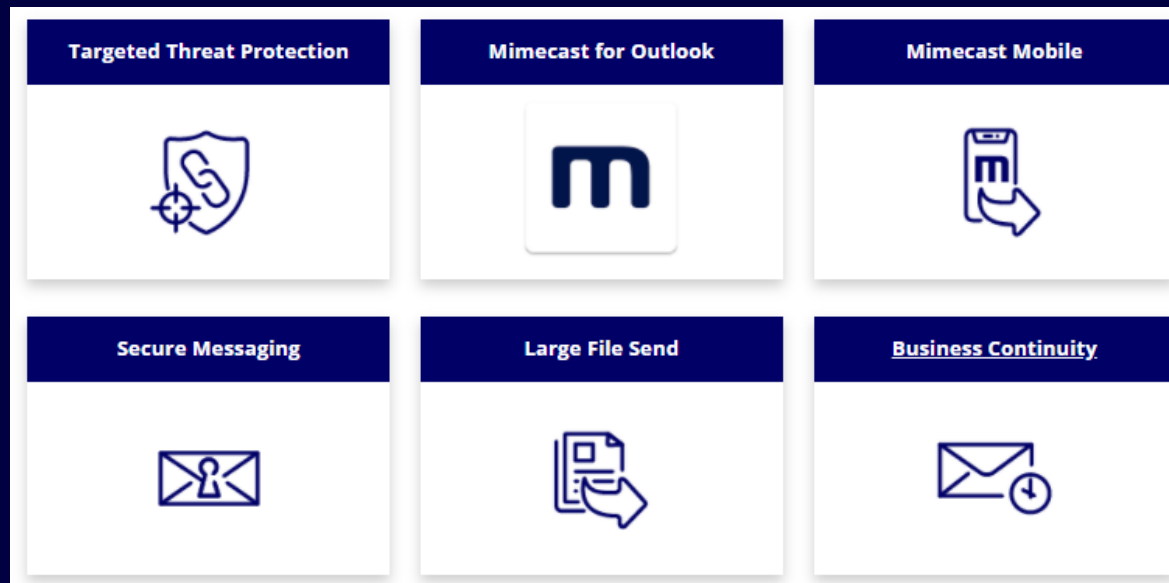
*Prepare your users with
videos for Mimecast*

2. End User Email Templates

<https://community.mimecast.com/s/user-enablement-assets>

In just a few steps, Mimecast enablement assets can quickly be styled to match your corporate identity. The asset framework has been designed with customers in mind right from the start.

You won't need a web developer to style the assets, some basic HTML and CSS knowledge will allow you to style the assets in no time. If you know what the terms 'CSS class' and 'hex color' are, then you're in good shape to get styling!



3. End User Videos

We know that short, sharp and engaging video content is the quickest way to inform your customer base. We have created this series to take you through the most common end-user impacts of deploying Mimecast. You can choose to send one or all the videos and they are free to download, so you can use whatever technology *you* prefer to use.

All the videos are set in a fictional (but sometimes too real) office and feature the characters from our Awareness Training. The main protagonists are 'Human Error' and 'Sound Judgment'.

Video titles

1. We're moving our email security to Mimecast
2. Changes to your email – what to expect
3. New email functionality – faster search
4. Easier secure email messaging
5. Sending large files just got easier



End User Communication Plan

Use this plan as a template and adapt it to the product set in your plan

Email	Video	Timeline
Email #1: We're moving our email security to Mimecast	Video #1: We're moving our email security to Mimecast	2 weeks prior to launch
Email #2: Changes to your email – what to expect	Video #2: Changes to your email – what to expect	1 week prior to launch
Email #3: New email functionality – faster search	Video #3: New email functionality – faster search	Day of launch
Email #4: Easier Secure Email Messaging	Video #4: Easier Secure Email Messaging	Day after launch
Email #5: Sending Large Files just got Easier	Video #5: Sending Large Files just got Easier	1 week after launch
Email #6: The New Report Message Button	N/A	2 weeks after launch

Email/Video #1: We're Moving our Email Security to Mimecast

Subject Line: Enhanced protection for our email communications

Hi everyone,
Email continues to be the primary way cyberattacks are launched, so it's essential that we keep our email communications as secure as possible. To that end, we'll be working with an email security provider called Mimecast.

Why are we doing this? Mimecast will protect you and our company from dangerous emails and attachments, keep more spam out of your inbox, and help prevent sensitive data from getting into the wrong hands.

What does this mean for you? Your email will be safer and easier to manage. Other than that, you will see a few changes, but they will be minor. Check out this short video to learn more:

[embed video]

And stay tuned for more information on what to expect. Thank you for helping to keep our company secure!

Stay safe,

[Your Team]



[Download Videos Here](#)

Email/Video #2: Changes to Your Email – What to Expect

Subject Line: Changes to Your Email – What to Expect

Hi everyone,

As a reminder, we're rolling out a new email security solution known as Mimecast. This technology will protect you and our company from dangerous emails and attachments, keep more spam out of your inbox, and help prevent sensitive data from getting into the wrong hands. You'll notice some minor changes to your email, so here's what to expect:

[embed video]

Training messages – You'll periodically be asked if a link is safe. This feature is designed to make us all more aware of the links we click. If you think something is safe and it isn't, don't worry. Mimecast will block it for us.

PDF attachments – You may sometimes receive a PDF attachment when you expected a different file format. If this happens, it means the attachment may have been malicious, so Mimecast has sent you a PDF version that is safe to view.

Less spam – In addition to dangerous emails, Mimecast also blocks spam. If you think an email has been classified as spam by mistake, you can go to your personal digest or reach out to [IT or helpdesk contact].

Easier to manage inboxes – Mimecast makes it easier to manage email by keeping critical email in your inbox and diverting non-urgent messages to something known as a "Graymail" folder. Emails in this folder can be accessed at any time.

Still have questions? Reach out to [IT contact].
[Your Team]



[Download Videos Here](#)

Email/Video #3: New Email Functionality – Faster Search

Subject Line: New Email Functionality: Faster Search

Hi Everyone,

We wanted to pass along a little more information about what to expect from Mimecast, our new email security solution that will protect you and our company from dangerous emails and attachments, keep more spam out of your inbox, and help prevent sensitive data from getting into the wrong hands. With Mimecast, it's now easier and faster to search for past emails, even those you've deleted!

Here's how to do it. **[embed video]**

Go to the Mimecast Tab in your inbox

Select your "online inbox", where you can easily search for and find any email you've sent or received (even those deleted messages)

Working remotely or using a mobile device? No problem. You can access your Mimecast mailbox via the Mimecast App using your email username and password. You can download the app from the Apple or Google store.

Don't forget to keep your password safe!

[Your Team]



[Download Videos Here](#)

Email/Video #4: Easier Secure Email Messaging

Subject Line: Easier Secure Email Messaging

Hi Everyone,
Great news! We've rolled out new email functionality to make it easier for you to securely send emails that contain sensitive information.

Why do I need to send emails securely? Sometimes, it's necessary to share sensitive or even confidential information with people outside of our company using email. Cybercriminals would love to get their hands on that data, so the safest way to send it is through technology provided Mimecast, our new email security partner.

[embed video]

How does it work? It's easy! Compose an email like you normally would. Then click "Send Securely" from the Mimecast Tab in Outlook. From there, you can choose for how long you want the email to be available and whether the recipient can respond.

Next, you'll see a banner that says "Message will be sent using Secure Messaging". The recipient will then access the web portal to view the message and respond – no special software required.

Stay secure,

[Your Team]



[Download Videos Here](#)

Email/Video #5: Sending Large Files Just Got Easier

Subject Line: Sending Large Files Just Got Easier

Hi Everyone,

Want to send large files without the hassle? Great news. You can now do so – easily and securely – without ever leaving Outlook. Here's how:

[embed video]

Compose your message and attach your files as you would any email. Anything over [your specific] size will automatically be managed as large files and be sent with Mimecast, our new email security partner.

You can choose how long people have access to the files, if you want to be notified when they get them, if you want a link of the file sent to you, and if you want to require the recipient to use an access key to view the files.

And easy as that, you can now send large files directly from your email. Have any questions? Reach out to [IT contact].

[Your Team]



[Download Videos Here](#)

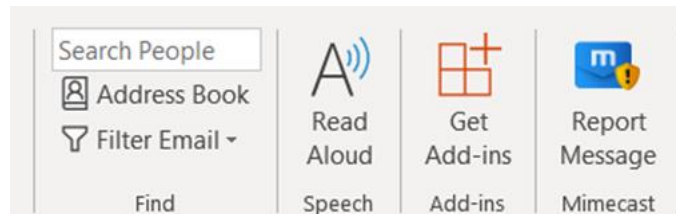
Email 6: Introducing the Report Message Button

Subject Line: Introducing the Report Message Button

Hi Everyone,

We're committed to empowering you to play your part in keeping yourself, your colleagues and the business safe.

You are our last line of defense against cyber attacks delivered by email, so we want to provide you with as much help as possible. We have deployed a new "Report Message" button in your Microsoft Outlook email client. You should use this to report emails that you believe are dangerous.



Login just once

The first time you use the button, you will be asked to login so that we can identify emails reported by you should we need to follow up or take additional actions.

Reporting by mistake

If you reported an email by mistake, don't worry – you will find a copy of it in your junk folder. You should also let us know so that we can remove the sender from your personal blocked list

Please use the "Report Message" button to report any suspicious messages to help keep you and our business safe.

[Your Team]

A person is shown from the chest down, holding a smartphone with both hands. They are wearing a dark-colored sweater. The background is blurred, showing what appears to be an indoor setting with a lamp. The entire image is covered with a semi-transparent blue overlay.

Thank You

We hope you enjoy these assets as much as we do, and they help you message the benefits of Mimecast to your end-users.

Questions? Contact our Customer Success Team.