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Marketing and Communications Co-op

My work takes you on a journey,
one click at a time.

Cybersecurity Awareness: Data Privacy Week and Preparedness Day

Context

The Office of Information Security within ITS participates in events to spread awareness of cybersecurity and safe online practices to the Northeastern community. I assisted preparing for and running Data Privacy Week, an international effort to empower people with knowledge of respecting online privacy, and Preparedness Day, a Northeastern event that teaches all faculty, staff, and students how to prepare for emergencies and urgent situations.

My role

- Showcase ITS contributions: Demonstrate the security measures ITS takes to protect faculty, students, and staff.
- Engage participants: Provide an interactive experience that reinforces cybersecurity awareness.
- Leverage data & wins: Communicate success metrics on phishing prevention and email security improvements.
- Redesign informational postcards and flyers for a fresh, updated look.

Impact

The Jeopardy game achieved a 72.5% engagement rate, teaching faculty, staff, and students on best practices to stay safe online. Additionally, other events during Data Privacy week helped spread awareness for cybersecurity and the importance of data privacy and security in the modern day.

STAY OUT OF THE PHISHING NET

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DON'T GET HOOKED BY PHISHERS

Tips to Identify Phishing Scams

1. **Know your sender:** Think before clicking! Avoid opening or clicking links from unknown senders.
2. **Know your content:** Hover the cursor over links to see where they'll direct before clicking.
3. **Keep your info private:** Protect data by keeping Northeastern credentials and personal info private. Never share them over email.
4. **Know the signs:** Recognize the signs of phishing by reviewing emails carefully and verifying their legitimacy.

phishcatcher@northeastern.edu security.its.northeastern.edu/phishing

TOP 5 PHISHING SCAMS TO AVOID IN YOUR NORTHEASTERN UNIVERSITY INBOX

See security.its.northeastern.edu/data-privacy-week/ for more information.

Fake account alerts

- Scammers (posing as NU leadership) claim to hack your account.
- **Tip:** Verify the sender by logging in through the official portal. Use DUO multi-factor authenticator to confirm your identity.

Urgent payment requests

- Fraudulent emails pressure you to pay fake invoices for tuition or services.
- **Tip:** Confirm payment claims with Student Financial Services using official contact details.

File sharing attempts

- Attackers steal your data when you click the file-sharing link.
- **Tip:** Verify file requests directly with the sender through official channels.

Fake shipping notifications

- Scammers mimic delivery services, claiming package issues and urging you to click a link.
- **Tip:** Check with Northeastern mail services or the mailroom directly.

Parcel mule scams (fake job offers)

- Scammers send fake checks, claim they overpaid, and ask for money back. When the check bounces, victims lose the money they sent.
- **Tip:** Avoid cashing checks or sending money for unfamiliar jobs. Verify offers through official Northeastern job portals.

Stay safe tips

- Do not authenticate DUO notifications that are unfamiliar to you.
- Always verify the sender's email address.
- Mouse over any links to see if it looks suspicious.
- Report phishing attempts to Northeastern IT Services immediately.

Scan for more phishing resources.

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My role and responsibilities

- Assisting the ITS Communications team with projects and tasks through...
- **Web Design:** I contributed to posting new blogs and updating existing ones to ensure relevant and current information, while also redesigning existing websites to improve user experience and functionality.
 - **Graphic Design:** I created flyers, postcards, digital signage displayed across Northeastern's Boston and global campuses.
 - **Writing:** Drafting and editing blog posts, Teams announcements, social media posts for diverse audiences.

Skills I developed

- WordPress website development and content management.
- Adobe Express and the Adobe Creative Cloud suite.
- Experience with accessibility advocacy and inclusive design principles.
- Technical writing for diverse audiences harmonizing my writing voice with style guides.
- Project management and cross-functional collaboration within ITS.

Reimagining Project: Microsoft 365 and Teams Sites

Microsoft Teams at Northeastern

The university's central hub for collaboration, meeting, and communications.

Digital Hub for Team Collaboration

Microsoft Teams supports communication, collaboration, and productivity across the university. The Teams app is available to Northeastern faculty, staff, and students in web browsers and for download on personal and mobile devices as part of the Microsoft 365 suite of tools.

Teaching and Learning with Teams

Microsoft Teams offers communication, collaboration, and productivity across the university. The Teams app is available to Northeastern faculty, staff, and students in web browsers and for download on personal and mobile devices as part of the Microsoft 365 suite of tools.

Host Meetings, Webinars, and Classes

Teams can be used for one-on-one meetings, but you can also host webinars, live broadcasts, and more.

Training and Support

Northeastern provides resources to help faculty, staff, and students maximize Microsoft Teams.

- Teams Training** - Training is available in person, virtual, and self-paced.
- Microsoft Support** - Experts offer Teams training and resources through the Microsoft Support Center.
- Tech Knowledge Base** - FAQs and self-service guides are found in the Tech Knowledge Base.
- LinkedIn Learning** - Start with the Microsoft Teams Essential Training course.

Microsoft 365 at Northeastern

The university's central hub for collaboration and productivity tools.

Inside Microsoft 365

Microsoft 365, which includes the popular Microsoft Office apps like Word, Excel, PowerPoint, and Outlook, offers faculty, staff, and students access to cloud-based applications that support communication, teamwork, and efficiency across the university. Microsoft 365 includes more than 50 unique applications that can be used to work more effectively, collaborate with community members from any location, and keep your data secure and private.

Endless Possibilities

With Microsoft 365, you can work more effectively and efficiently across the university. Here are some of the ways you can use Microsoft 365 to work more effectively and efficiently across the university.

- Organize your work using Outlook, Teams, and OneDrive.
- Collaborate with colleagues using Teams and OneDrive.
- Work together on documents using Word, Excel, and PowerPoint.
- Access your data using OneDrive and OneDrive for Business.
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Popular M365 Apps at Northeastern

- Outlook** - Email and calendar.
- Teams** - Collaboration and communication.
- SharePoint** - Manage files and documents.

Boost Productivity with Copilot Chat

At Northeastern, you can use Copilot Chat to help you work more effectively and efficiently across the university. Copilot Chat is available to all Northeastern faculty, staff, and students.

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Global Accessibility Awareness Day 2025

Global Accessibility Awareness Day

A chat with Samantha Johnson
E'20, MS'21

Tuesday, May 13
1 p.m. ET | 10 a.m. PT | 5 p.m. GT
Scan QR code to register

Global Accessibility Awareness Week Jeopardy!

May 15
1 p.m. ET
Join in person at the Snell Tech Bar

ACCESSIBILITY IN ACTION

Workshop and student panel

Wednesday, May 14
1 p.m. ET | 10 a.m. PT | 5 p.m. GT
Scan the QR code to register

Global Accessibility Awareness Week Jeopardy!

May 15
1 p.m. ET
Join in person at the Snell Tech Bar

Context

The GAAD Foundation runs Global Accessibility Awareness Day, a campaign whose mission is to "disrupt the culture of technology and digital product development to include accessibility as a core requirement." To support this mission, Northeastern ITS hosted three events in celebration of 2025's Global Accessibility Awareness Day to promote awareness of accessibility in people's day-to-day lives.

My role

- Create digital signage to promote events and garner interactions.
- Monitor events virtually and participate in question-answer discussion.

Impact

People gained awareness of accessibility and learned about what they can do to make their work more accessible.

Context

The Reimagining Project was a years-old journey of revamping and redesigning ITS hosted websites to provide more relevant information and a more comfortable experience. I assisted with the final stages of this project, working on the last two websites that needed updating: Northeastern's Microsoft Teams and Microsoft 365 sites.

My role

- Help draft and edit copy for M365 and Teams sites.
- Build sites with WordPress, editing it based on feedback.
- Ensure compliance with brand guidelines.

Impact

We created new and updated websites with useful information for any Northeastern member just starting out with their Microsoft toolkit.