yubico

The following templates should be customized to your specific deployment. The general idea is that the emails should cover the following topics:

1. **Pre-implementation announcements** - *what is a YubiKey, why is it important, what will happen next, and important dates that are relevant to the end user*
2. **Implementation beginning** - *how will implementation look and feel to the end user, how their workflow may change, what training will be forthcoming, how they can self-enroll (if applicable)*

Please note that all placeholder text in the email templates has been **[bracketed, bolded, and made red]**. Please make edits to placeholder text accordingly before sending to your organization.

Email #1 should generate excitement and interest in the YubiKey. Be sure to include what makes it great and why it's important in order to gain user buy-in...a very important factor in user adoption

Email 1: YubiKeys are coming

Subject line:

Coming soon to [Organization Name]: Securing Your Devices with YubiKeys!

Email copy:

Hi [First_Name],

As an organization, we're always striving to stay ahead of the curve with our security and IT practices. Today, we are excited to announce that we will introduce Yubico products to strengthen our approach to security.

Yubico is the world's global authentication leader, and its invention, the YubiKey, offers unparalleled security & ease of use.

Yubico's job is to make your login experience as easy and secure as possible. 81% of data breaches involve weak or stolen login credentials, and YubiKeys help prevent those kinds of breaches. YubiKeys enable faster logins, are immune to phishing attacks and have never experienced a successful account takeover.

We're introducing the YubiKey on [DATE].

On *[DATE]*, we will send another email with instructions for how you can activate your YubiKeys. If you have any questions in the meantime, please reply to this email.

Email #2 should contain the specific instructions on how YubiKeys will be deployed (ie self-enrolled, assigned, etc.) This should also announce how training will be delivered.

Email 2: YubiKeys are here

Subject line:

YubiKeys are here!

Email copy:

Hi *[First_Name]*,

The day has finally arrived—YubiKeys are here! As a reminder, we've partnered with Yubico to make your login experience easier and more secure. This means the way you login to your work apps is changing, so read on to find out how to get up and running.

On *[insert dates of approximate shipping or assignment}. [This section will cover how the end user should have received the YubiKey(s)]*

[Provide details on how the user can self-enroll the YubiKeys (if applicable) or access to training content that will help them get started with your instance of the YubiKey integration]

If you have any questions, see common FAQs here, or contact *[Your company's Help Desk Email/Phone Number/URL]*

Email #3 is only necessary if you are tracking enrollment of the YubiKey. It may also be used to check in with users to assess how their experience has been. This can be a valuable feedback survey to measure the user's satisfaction with using YubiKeys.

Email 3: Getting set up/reminder email for users who have not activated

Subject line:

Your YubiKey is waiting! Complete your setup now.

Email copy:

Hi [First_Name],

This is a friendly reminder that your YubiKeys are ready to activate and begin using. On [insert date], you should have received an email with your YubiKey enrollment information.

Please activate your YubiKey(s) and ensure that they are set up to protect your desktop and devices.

Hit a snag? Contact [your Help Desk Admin] for technical support.
Have a question? See common FAQs here [link to FAQ if using]