Human Risk Roundup Blog & Newsletter

Originally started as a weekly blog post, Mimecast's Human Risk Roundup Newsletter was designed to deliver the latest news about real-world cybersecurity incidents that centered around human risk. The "HRR" as it has come to be known at Mimecast, transformed, first into a bi-weekly blog post and then into a special email newsletter.

In the early days of the HRR, we were researching the stories on Google by hand and then writing them by hand. But once we onboarded Claude, I was tasked with transitioning this much-needed piece of marketing content into something that could be created fairly instantly instead of being researched and written by hand.

I developed a lengthy but quite effective AI prompt that directed Claude to search the internet for the most recent human risk centered cybersecurity stories and then provided Claude with a format in which to deliver the copy. Naturally, all of the HRR copy from Claude still has to be reviewed closely for grammar, voice, style, messaging, consistency, and accuracy, but using Claude cut down production time for the HRR from multiple hours over multiple days into less than one hour to create an initial draft.

The time to have the HRR reviewed and produced as a newsletter, and then finally sent out to customers and prospects remains the same, but the initial draft creation stage has been greatly reduced.

An example of the Human Risk Roundup blog can be found here.