Content Title:	**What does IaM Passrole do and how to set it up**
Client:	• https://spectralops.io/ • SpectralOps details
Deadline:	7th Feb
Target Audience:	AWS users, particularly system administrators and DevOps engineers responsible for managing AWS security and access controls.
Tone of Voice:	Professional yet accessible, informative, engaging
Type of Content:	Blog Post
Funnel Stage	TOFU
Targeted Keywords:	IAM PassRole
Length:	**1,200-1,500 words** Please seek pre-approval at OUTLINE STAGE to go beyond.
Objective/Premise & How it connects to the client:	The article's aim is to provide a clear understanding of IAM PassRole within AWS, its functionalities, and step-by-step guidance on setting it up securely. It will emphasize the importance of correctly configuring IAM PassRole for maintaining robust access control and security in AWS environments. While SpectralOps specializes in code security, understanding and effectively managing AWS IAM roles, including PassRole, is crucial for maintaining a secure cloud infrastructure. **The article will indirectly support SpectralOps' ethos of ensuring security at every level of software development and deployment, including cloud-based access management.**

Resources/Research:	**While some resources are provided for each section, you are expected to do additional research to create a high-quality post for the client.**

	- **https://aws.amazon.com/blogs/security/how-to-use-the-passrole-permission-with-iam-roles/** - **https://aws.amazon.com/iam/** - **https://tutorialsdojo.com/understanding-the-iampassrole-permission/** - **https://docs.aws.amazon.com/IAM/latest/UserGuide/id_roles_use_passrole.html** - **https://medium.com/@sapna.mandhare/demystifying-iam-passrole-permission-d62a2dc69778** - **https://aws.amazon.com/blogs/security/how-to-use-the-passrole-permission-with-iam-roles/** - **https://ermetic.com/blog/aws/auditing-passrole-a-problematic-privilege-escalation-permission/** - **https://blog.slauth.io/iam-passrole-configurations-and-pitfalls** - **https://docs.aws.amazon.com/IAM/latest/UserGuide/id_roles_use_passrole.html** - **https://www.ibm.com/docs/en/atcm/1.3.1?topic=policies-creating-passrole-iam-policy** - **https://docs.aws.amazon.com/IAM/latest/UserGuide/reference_policies_examples_iam-passrole-service.html** - **https://scalesec.com/blog/passrole-control/** - **https://docs.aws.amazon.com/IAM/latest/UserGuide/security-audit-guide.html** - **https://www.praetorian.com/blog/privilege-escalation-in-aws-with-passrole-attacks/** ==**Be sure to do your own research and add relevant resources where applicable.**==

Introduction:	
	Introduction(150 words) ● Introduce AWS Identity and Access Management (IAM) and the PassRole feature.

	- Briefly explain the significance of PassRole in managing AWS service permissions. - Highlight why our target audience should care about the topic, and how does it affect their day to day. - Be sure to include at least 1 relevant statistic to PassRole. **Resources:** https://aws.amazon.com/blogs/security/how-to-use-the-passrole-permission-with-iam-roles/ https://aws.amazon.com/iam/ **Things to avoid:** - Sentences or words like "in this article, we're going to talk about…". We don't want this. We need the content to flow organically, so avoid sentences and structures like these. **Recommendations:** - Keep your first sentence short. ● Say something unusual "create a hook." ● Don't repeat the title. - Keep the introduction brief. - Use the word "you" at least once. - Dedicate 1-2 sentences to explaining why the piece is important. - Refer to a concern or problem your readers might have. **Use a stat or fact to convey importance.** - Be at least 100 words. **Please don't link out of the first paragraph and only link out once from the intro.**

Body:	*Word count for each section are approximate guidelines. However, your entire article should not go over 1,500 words unless otherwise agreed upon by the editor.*

H2: What is IAM PassRole and how does it work? (300 words)

- Define IAM PassRole and its role in AWS security architecture.
- Explain how PassRole differs from standard IAM roles and policies.
- Discuss common use cases where PassRole is essential.

Resources:

- **https://tutorialsdojo.com/understanding-the-iampassrole-permission/**
- **https://docs.aws.amazon.com/IAM/latest/UserGuide/id_roles_use_passrole.html**
- **https://medium.com/@sapna.mandhare/demystifying-iam-passrole-permission-d62a2dc69778**

H2: The Importance of Securely Configuring PassRole (300 words)

- Highlight the security implications of improperly configured PassRole permissions.
- Discuss best practices for ensuring PassRole security, like principle of least privilege.
- Here we could discuss some of the pitfalls that we covered in another PAST client's article -
  https://blog.slauth.io/iam-passrole-configurations-and-pitfalls

Resources:

- **https://aws.amazon.com/blogs/security/how-to-use-the-passrole-permission-with-iam-roles/**
- **https://ermetic.com/blog/aws/auditing-passrole-a-problematic-privilege-escalation-permission/**
- **https://blog.slauth.io/iam-passrole-configurations-and-pitfalls**

H2: Step-by-Step Guide to Setting Up IAM PassRole (400 words)

- Provide a detailed walkthrough on creating a PassRole.
- Include instructions on attaching policies and setting trust relationships.
- Offer tips for troubleshooting common setup issues.
- Be sure to include screenshots for each step and format your step heading as H3s

Resources:

- **https://docs.aws.amazon.com/IAM/latest/UserGuide/id_roles_use_passrole.html**
- **https://www.ibm.com/docs/en/atcm/1.3.1?topic=policies-creating-passrole-iam-policy**
- **https://docs.aws.amazon.com/IAM/latest/UserGuide/reference_policies_examples_iam-passrole-service.html**

H2: Monitoring and Auditing PassRole Activities (250 words)

- Discuss tools and methods for monitoring PassRole usage, such as AWS CloudTrail.
- Explain the importance of regular audits to ensure ongoing security compliance.

Resources:

- **https://scalesec.com/blog/passrole-control/**
- **https://docs.aws.amazon.com/IAM/latest/UserGuide/security-audit-guide.html**
- **https://www.praetorian.com/blog/privilege-escalation-in-aws-with-passrole-attacks/**

Writing notes:
- Speak about the benefits in the "you" form instead of the "I" form.

	- Tell readers what they can expect.

	- Back up content with recent and relevant examples, use cases and data. - Connect the topic to our client and target market. - Ensure you summarize the content. - Include a strong Call-to-action - Focus on adding value to the target audience. - Each section should answer the question or explain the topic indicated by each heading. **<mark>Link to external links that are credible/high-ranking domains.</mark>**
Images & Engagement: **(Please share a folder with all the graphics)**	Think about engagement. Every 300 - 400 words (source or ask the writer to source) Depending on the client and type of post, you might use: Infographics Videos Memes Comparison tables Anchor points Tables of contents Links (internal and external) Quotes

Conclusion:	**Suggestion for the conclusion:**
	Conclusion (100 words) ● Recap the key points covered in the article. ● Encourage the adoption of IAM PassRole best practices for enhanced AWS security. ● Loop in Spectral in a way that is relevant to IAM PassRole.

	Note that when talking about the client, SpectralOps is in reference to the client and Spectral as the platform. **Quick notes:** ● Summarize the main message of your blog post. ● Bring the client into the loop. ● Include a Call to Action. ● Avoid titling it as "summary," "conclusion," or "takeaway" - come up with an enticing heading for the summary section.
Final Review:	● The draft should be clear, cohesive, and logical. Feel free to employ tools like Grammarly to ensure grammatical correctness. ● All final content needs to be original and plagiarism free. ● Please send your best draft, not your first draft.

B2B Funnel Stages & Content

STAGE	**TOFU: Top of the Funnel / Awareness Stage**
AIM	Draw leads in and get them interested in your brand.
USER INSIGHT	Searching for Information | Most general | Interested in what you do
CONTENT EXAMPLES	Overview blog & Listicles | Introductory email | Social media ad or post | Infographic | Influencer partnership or endorsement
STAGE	**MOFU: Middle of the Funnel / Consideration Stage**
AIM	Position yourself as the best provider of the product/solution you provide.
USER INSIGHT	Targeted audience | Buyer persona | Interested in a benefit you provide
CONTENT EXAMPLES	In-depth blog | Checklist | Ebooks | Guide | Templates | Microblog | Slideshows | Relevant news
STAGE	**BOFU: Bottom of the Funnel / Decision Stage**
AIM	Decision stage. Build a conversation with your prospects, gain trust, and inspire them to choose you.
USER INSIGHT	Narrow audience | MQL or SQL | Ready to buy | Interested in your specific product
CONTENT EXAMPLES	Case studies | Product demonstration |Product features | Product comparisons | Testimonials