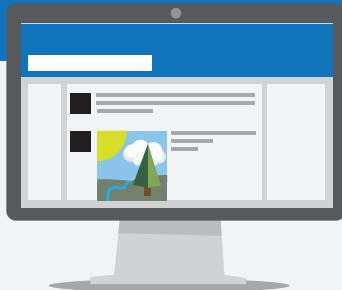


Phishing and Social Media



Millions of people log in to their social media profiles every day. In fact, over **1.3 billion users** like Troy log onto their favorite social networking sites monthly.

Troy is just one social media user of many. He logs on to share his photos and to check up on his friends.



On his profile, you can find:

Name, Date of Birth, Location, Workplace, Interests, Hobbies, Skills, Relationship Status, Telephone Number, Email Address and Favorite Food

All of this information can be used against Troy by social engineers.



They can send crafted spear phishing emails to Troy's inbox...



or they can imitate Troy to trick his contacts

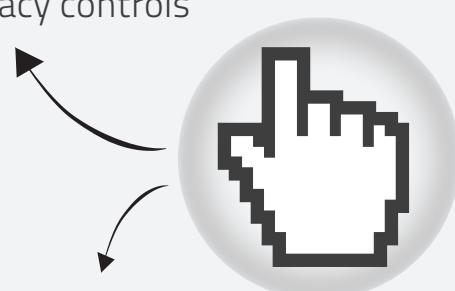


Social en·gi·neer·ing

In spear phishing, social engineering is the use of known social behaviors and patterns to make targets more likely to take a suggested course of action, e.g. clicking on a link.

Social Media Usage by the Numbers

66% of adult Facebook users who do not know how to use its privacy controls

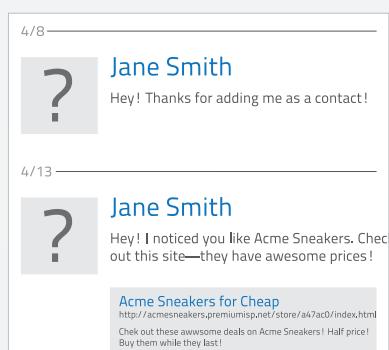


26% of social media users who have made in-app purchases using payment cards

71% of consumers whose purchasing decisions are influenced by social media posts

780% increase in reported social-media related crime in a four year span

Luckily, there are ways to keep your information safe:



Be cautious when you receive suspicious messages from your contacts—old or new.



Remember that information can be stolen from your photos as well as from text.



Don't submit a status update you wouldn't want on the front page of the newspaper.



You can also increase your privacy settings so only your friends can see your profile.



Lastly, be careful what web sites you link your profiles to.

Did you know?

One major social network has more fake profiles than the population of Egypt.

Social activities account for 91 percent of all mobile Internet activity.

In January 2010, social media lures were used in 8.3% of all phishing attacks; by December of that year, they were used in **84.5%** of attacks—a **918%** increase.

Remember: If you receive a suspicious message or email, be cautious and use our organization's established reporting procedures.