Cybersecurity Awareness Month 2021
Advanced Phishing Tips from KnowBe4

This Cybersecurity Awareness Month (CSAM), be prepared with advanced tips to phish your users better than the cybercriminals.

Our tips will help you learn how to find the right templates for your organization, customize them to fit your needs, and utilize them in phishing campaigns to prepare your users for a real phishing attack.

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BEFORE YOU PHISH

ACCOUNT SETTINGS

Log in to the KnowBe4 console and go to your Account Settings. Under your Account Settings, be sure to add your company logo.

We recommend adding your company logo URL to your console to personalize items sent to your users. Adding your company logo URL will allow your company logo to populate when the Company Logo URL and Company Logo image placeholders are used in phishing templates, training notifications, and landing pages.

As well, you should set a default landing page and default landing domain under your Account Settings. Your default landing page and domain will be used across all phishing campaigns, unless otherwise specified when creating a campaign or phishing template.

Company Logo URL ⓘ

Company Logo ⓘ
[Choose File]

Default Landing Page ⓘ

Basic "Oops!" Landing Page (Translatable) ▼

Default Landing Domain ⓘ

-- Default (secured-login.net) -- ▼

HIDING TEMPLATES & CATEGORIES

To make it easier to find your favorite templates and template categories when you set up phishing campaigns, you can hide unnecessary phishing template categories as well as individual templates. For example, if you don't plan to use additional language categories, you can hide those categories.

Phishing template management is handled beneath the Phishing tab. You can hide templates and template categories in both the My Templates and System Templates area. To hide an entire category, hover over the template count to the right of the category name, and a Show/Hide toggle button will appear. Click this toggle to hide the category.

System Categories

All Templates	8776
Coronavirus/COVID-19 Phishing	[Hide Category]
Coronavirus Alerts (Not PST)	⬤

TOP 5 PHISHING CATEGORIES

01

REPORTED PHISHES OF THE WEEK

This category contains the top ten phishing emails reported to us by users of the Phish Alert Button. Using this category of templates will allow you to test your users with a variety of real-life phishing attacks. The Reported Phishes of the Week category is updated weekly on Mondays.

02

CURRENT EVENT OF THE WEEK

This category will contain a single Current Events or Holiday template, hand-selected by the Content team each week, to ensure that you're getting a high-quality, timely, and relevant template. The Current Event of the Week category is updated weekly on Mondays.

03

CURRENT EVENT OF THE MONTH

This category will contain a single Current Events or Holiday template, hand-selected by the Content team each month, to ensure that you're getting a high-quality, timely, and relevant template. The Current Event of the Month category is updated the first Monday of every month.

04

SCAM OF THE WEEK

This category consists of a new email template/newsletter every week which can inform your users of the newest phishing and social engineering scams. This category is not used for Phishing Security Tests; therefore these emails do not contain any links. You can send these emails by setting up a separate phishing campaign consisting only of this category to keep your users up to date on the latest phishing and social engineering scams that they should look out for. The Scam of the Week category is updated weekly on Mondays.

05

SECURITY HINTS & TIPS

This category contains general security tips that are useful for any employee to review. We've provided four brand new CSAM Security Tips (search for "CSAM") for you to send to your users each week during CSAM. Set up a phishing campaign for each week of CSAM using each available CSAM Security Tip.

WHAT YOU SEE IS WHAT YOU GET

WYSIWYG EDITOR

The WYSIWYG editor allows you to quickly create or modify phishing templates and landing pages. Highlighted below are some of our top WYSIWYG features.
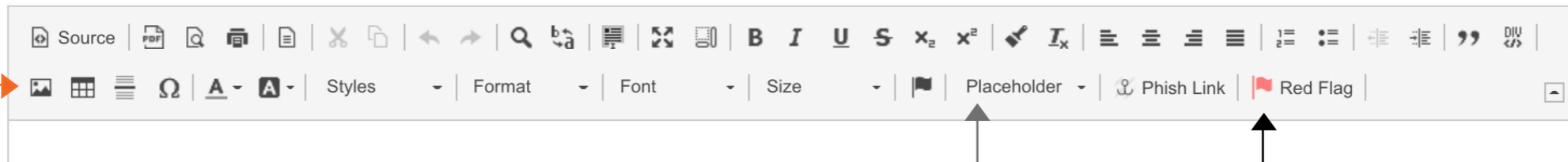
IMAGES

This button can be clicked if you'd like to add an image to your phishing template. You MUST use externally-hosted images, meaning you must insert a publicly-available URL into the URL field after clicking the button. You can also resize your image using the height and width fields.

PLACEHOLDERS

The "Placeholder" options will automatically populate certain fields with your user and organization information, date, or random numbers. For the user information placeholders (First and Last Name, Manager Name, etc.), you must have added that information about the user to the console.

RED FLAGS

Platinum and Diamond customers can use our Red Flag (Social Engineering Indicators) button to add a hint to the user who clicks a link on this phishing email as to why the user should have been alerted this email was potentially dangerous. Be sure to use one of our SEI landing pages when using this feature.

PLACEHOLDERS

MOST COMMON

MOST INTERESTING

[[domain]]

This placeholder can be used to spoof your organization by displaying your organization's domain in the Sender's Email Address field.

[[first_name]] / [[last_name]]

This placeholder can be used to display your user's first and last name for more legitimacy.

[[email]]

This placeholder can be used to display your user's email address for more legitimacy.

[[random_number_1]]

This placeholder can be used to generate a random number or a string of numbers (maximum of nine). This placeholder will make your template dynamic. Change the default number of 1 to the desired number of digits you'd like to display.

[[current_date_0]]

This placeholder can be used to display the current date. This placeholder will make your template dynamic. The zero indicates the current date. Change the zero to a negative (-10) or positive (10) number and it will add or subtract that number of days from the current date.

EXAMPLES

From: IT@[[domain]]
Reply-To: IT@[[domain]]

Dear [[first_name]] [[last_name]]: Your account was locked due to multiple login attempts.

This message was intended for [[email]]. Please click here to unsubscribe.

You are eligible for a refund of $[[random_number_3]]. Visit here to claim your money.

Today, [[current_date_0]]: Your payment was due on [[current_date_-5]]. To avoid late fees, submit payment by [[current_date_7]].

CODE SNIPPETS | HEADER - COMPANY LOGO & COLORS

Copy and paste the code below into the source code of the WYSIWYG editor to add your company logo and colors to a template. This example uses the [[company_logo_url]] placeholder which means you will have to add a company logo URL to your Account Settings for this code to work properly.

RESULT

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This is the body of my template.

This is a link that displays in my organization's colors!

CUSTOMIZATION OPTIONS

Change the width of your company logo by updating **width: 100px;** and **width="100"** to a different numerical value. Note: The height of your logo will automatically adjust by itself - do not add a height value.

Change the color of the horizontal line beneath the logo and the color of the link by replacing **#f36e27** with a different hex color code.

```
<table border= "0" cellpadding="0" cellspacing="0" style="min-width: 600px;
max-width: 600px;" width="600">
    <tbody>
        <tr>
            <td align="center" style="border-bottom: 1px solid
#f36e27;"><img src="[[company_logo_url]]" style="width: 100px; margin:
30px 10px;" width="100" /></td>
        </tr>
        <tr>
            <td style="padding: 20px 0px;">
                <div style="font-family: arial; font-size: 15px; color:
#707070; padding: 10px;">
                <p>This is the body of my template.</p>

                <p>This is a <a class="plink" href="[[URL]]" style="color:
#f36e27;">link</a> that displays in my organization's colors!</p>
                </div>
            </td>
        </tr>
    </tbody>
</table>
```

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CODE SNIPPETS | BUTTON - RECTANGLE

Copy and paste the code below into the source code of the WYSIWYG editor to add a button to your template. Feel free to customize the code however you would like - we provided three customization options to help you get started!

RESULT

Enter your button text here!

CUSTOMIZATION OPTIONS

Change the background color of the button by replacing **#EB7035** with a different hex color code.

Change the font color of the button by replacing **#FFFFFF** with a different hex color code.

Change the display text of the button by replacing **Enter your button text here!** with your own custom text.

```
<table width="100%" border="0" cellspacing="0" cellpadding="0">
  <tr>
    <td>
      <table border="0" cellspacing="0" cellpadding="0">
        <tr>
          <td bgcolor="#EB7035" style="padding: 12px 18px 12px 18px; border-radius:0px;" align="center"><a href="[[URL]]" target="_blank" style="font-size: 16px; font-family: Helvetica, Arial, sans-serif; font-weight: normal; color: #FFFFFF; text-decoration: none; display: inline-block;">Enter your button text here!</a></td>
        </tr>
      </table>
    </td>
  </tr>
</table>
```

CODE SNIPPETS | BUTTON - ROUNDED EDGES

Copy and paste the code below into the source code of the WYSIWYG editor to add a button with rounded edges to your template. Feel free to customize the code however you would like - we provided three customization options to help you get started!

RESULT

Enter your button text here!

CUSTOMIZATION OPTIONS

Change the background color of the button by replacing **#EB7035** with a different hex color code.

Change the font color of the button by replacing **#FFFFFF** with a different hex color code.

Change the display text of the button by replacing **Enter your button text here!** with your own custom text.

```
<table width="100%" border="0" cellspacing="0" cellpadding="0">
  <tr>
    <td>
      <table border="0" cellspacing="0" cellpadding="0">
        <tr>
        <td bgcolor="#EB7035" style="padding: 12px 18px 12px 18px; border-radius:15px;" align="center"><a href="[[URL]]" target="_blank" style="font-size: 16px; font-family: Helvetica, Arial, sans-serif; font-weight: normal; color: #FFFFFF; text-decoration: none; display: inline-block;">Enter your button text here!</a></td>
</tr>
      </table>
    </td>
  </tr>
</table>
```

CODE SNIPPETS | BUTTON - CIRCLE

Copy and paste the code below into the source code of the WYSIWYG editor to add a circular button to your template. Feel free to customize the code however you would like - we provided three customization options to help you get started!

RESULT

Button!

CUSTOMIZATION OPTIONS

Change the background color of the button by replacing **#EB7035** with a different hex color code.

Change the font color of the button by replacing **#FFFFFF** with a different hex color code.

Change the display text of the button by replacing **Button!** with your own custom text.
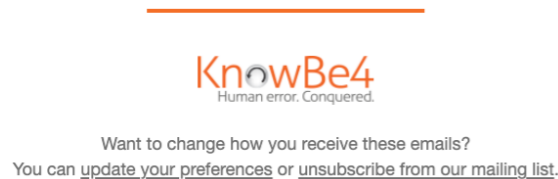
```
<table width="100%" border="0" cellspacing="0" cellpadding="0">
  <tr>
    <td>
      <table border="0" cellspacing="0" cellpadding="0">
        <tr>
          <td bgcolor="#EB7035" style="padding: 30px; border-radius:50%;"
align="center"><a href="[[URL]]" target="_blank" style="font-size: 16px;
font-family: Helvetica, Arial, sans-serif; font-weight: normal; color: #FFFFFF;
text-decoration: none; display: inline-block;">Button!</a></td>
        </tr>
      </table>
    </td>
  </tr>
</table>
```

CODE SNIPPETS | FOOTER - COMPANY LOGO & COLORS

Copy and paste the code below into the source code of the WYSIWYG editor to add your company logo and colors to a template footer. This example uses the [[company_logo_url]] placeholder which means you will have to add a company logo URL to your Account Settings for this code to work properly.

RESULT

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Want to change how you receive these emails?
You can update your preferences or unsubscribe from our mailing list.

CUSTOMIZATION OPTIONS

Change the width of your company logo by updating **width: 100px;** and **width="100"** to a different numerical value. Note: The height of your logo will automatically adjust by itself - do not add a height value.

Change the color of the horizontal line above the logo by replacing **#f36e27** with a different hex color code.

```
<div align="center" style="margin: 30px auto;">
<hr style="width: 50%; align: center;  border: 1px solid #f36e27; margin-bottom:10px;" />
<div><img alt="[[company_name]] logo." src="[[company_logo_url]]" style="width: 100px; margin: 15px auto;" width="100" /></div>

<p align="center" style="font-size: 10px; color: #707070;">Want to change how you receive these emails?<br />
You can <a class="plink" href="[[URL]]" style="color: #707070; text-decoration: underline;">update your preferences</a> or <a class="plink" href="[[URL]]" style="color: #707070; text-decoration: underline;">unsubscribe from our mailing list</a>.</p>
</div>
```

CODE SNIPPETS | FOOTER - SOCIAL MEDIA

Copy and paste the code below into the source code of the WYSIWYG editor to add a social media footer to your template. Feel free to customize the code however you would like - we provided a customization option to help you get started!

RESULT

Want to change how you receive these emails?
You can update your preferences or unsubscribe from our mailing list.

CUSTOMIZATION OPTIONS

Change one or more of the social media icons used in the footer by replacing each image URL with a different image URL for a new icon.
Note: The icon must be hosted publicly.

```
<div align="center" style="margin: 30px auto;"><a class="plink"
href="[[URL]]"><img src="https://helpimg.s3.amazonaws.com/KB4-
CON/social-media_twitter-icon.png" style="height:30px;width:30px;-
margin:15px 5px;" width="30" /></a> <a class="plink" href="[[URL]]"><img
src="https://helpimg.s3.amazonaws.com/KB4-CON/social-media_
linkedin-icon.png" style="height:30px;width:30px;margin:15px 5px;"
width="30" /></a> <a class="plink" href="[[URL]]"><img src="https://
helpimg.s3.amazonaws.com/KB4-CON/social-media_facebook-icon.
png" style="height: 30px; width: 30px; margin: 15px 5px;" width="30" /></
a>

<p align="center" style="font-size: 10px; color: #707070;">Want to change
how you receive these emails?<br />
You can <a class="plink" href="[[URL]]" style="color: #707070; text-dec-
oration: underline;">update your preferences</a> or <a class="plink"
href="[[URL]]" style="color: #707070; text-decoration: underline;">unsub-
scribe from our mailing list</a>.</p>
```

LEARN MORE ABOUT TEMPLATES & LANDING PAGES ON OUR KNOWLEDGE BASE

Customizing Emails & Landing Pages

https://support.knowbe4.com/hc/en-us/articles/204240768-Customizing-Emails-Landing-Pages

How To Use Placeholders

https://support.knowbe4.com/hc/en-us/articles/204949707-How-To-Use-Placeholders

How Do I Add My Company Logo, Logo URL, and Color to the Console?

https://support.knowbe4.com/hc/en-us/articles/115004742808-How-Do-I-Add-My-Company-Logo-Logo-URL-and-Color-to-the-Console-

How Do I Hide Templates or Categories I Don't Want to Use?

https://support.knowbe4.com/hc/en-us/articles/228001628-How-Do-I-Hide-Templates-or-Categories-I-Don-t-Want-to-Use-

How Do I Copy an Email to a Custom Template?

https://support.knowbe4.com/hc/en-us/articles/360017368553-How-Do-I-Copy-an-Email-to-a-Custom-Template-

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