**TOP 10 SOCIAL MEDIA EMAIL SUBJECTS**

- **Password Check Required Immediately**: 35%
- **De-activation of [email] in Process**: 11%
- **Urgent press release to all employees**: 9%
- **You Have A New Voicemail**: 8%
- **Back Up Your Emails**: 8%
- **Revised Vacation & Sick Time Policy**: 7%
- **Please Read Important from Human Resources**: 6%
- **[[manager_name]] sent you a file on Box**: 5%
- **Important Message from [[company_name]] Admin**: 5%

**KEY TAKEAWAY**

Password management is a popular way to get people to click on a link. Hackers also play into employees’ emotions, causing them to panic when they see a de-activation of [email] in process. And who can resist HR-related messages that could potentially affect the daily work of employees?

**COMMON "IN THE WILD" ATTACKS**

- eBay: [Important] Your account.
- Google: Your photo has been successfully published.
- Outlook/Microsoft: You’re invited to share this calendar.
- Amazon: Account Refund Verification Status.
- LinkedIn: LinkedIn Password Reset.
- Microsoft: You’ve been assigned a task!
- LinkedIn: LinkedIn Password Reset.
- Warning: Unauthorized Software Detection.
- UPS Label Delivery, 1ZBEE312TY00015011.
- [manager_name] sent you a file on Box.
- Important Message from [company_name] Admin.

**KEY TAKEAWAY**

The common theme we see here is the push for action required. One message even has an exclamation point, which emphasizes the urgency of the message. These types of attacks are effective because they cause a person to react before thinking logically about the legitimacy of the email.