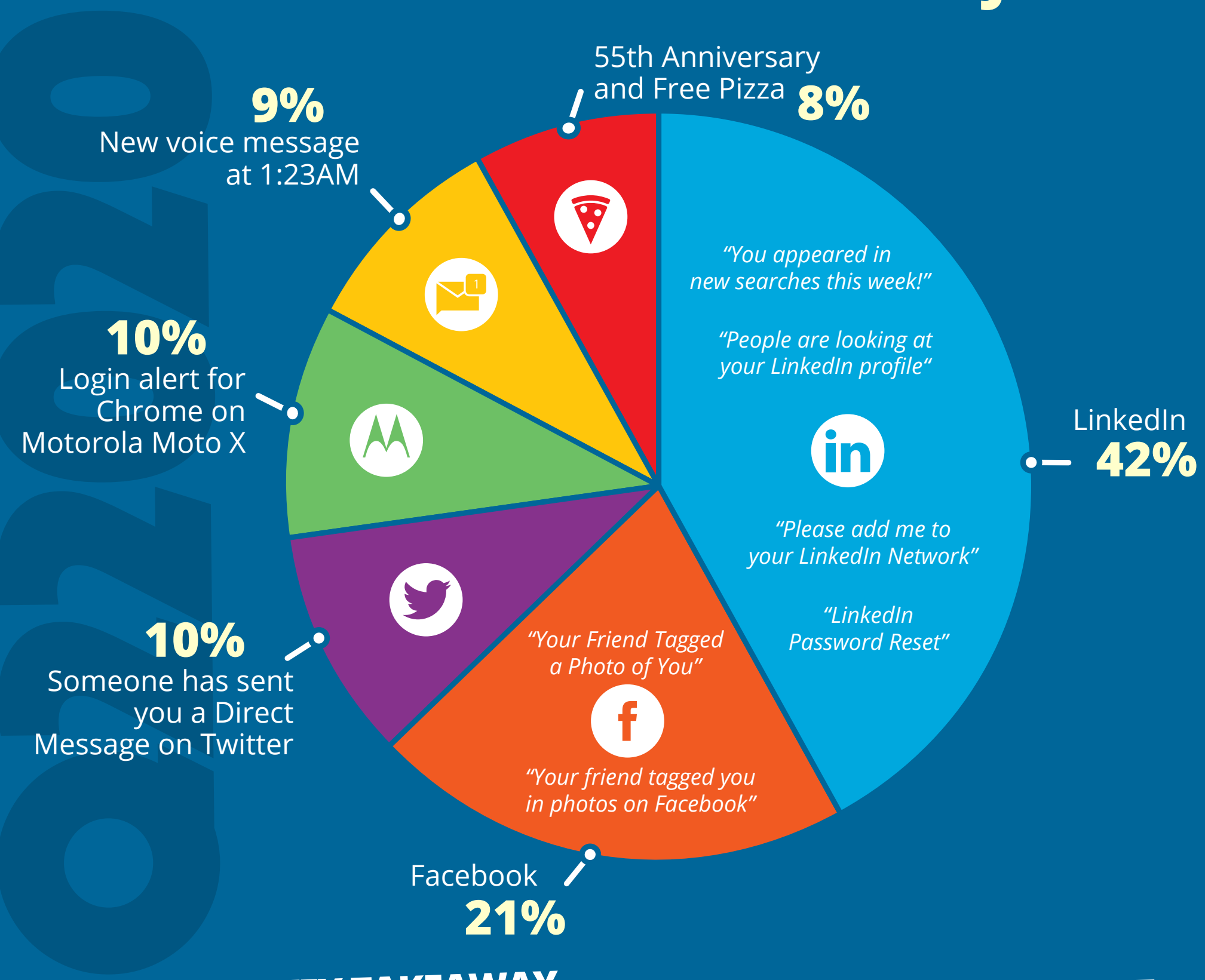
KnowBe4
Human error. Conquered.

TOP-CLICKED PHISHING TESTS

TOP SOCIAL MEDIA EMAIL SUBJECTS



KEY TAKEAWAY

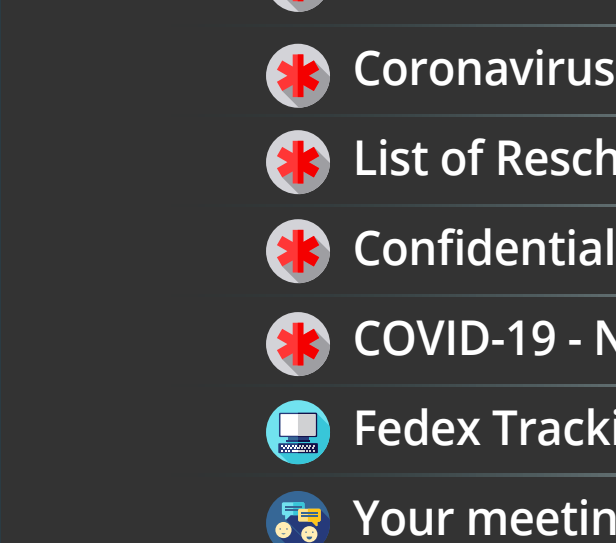
LinkedIn messages continue to dominate the top social media email subjects, with several variations of messages such as "people are looking at your profile" or "add me." Other alerts containing security-related warnings come unexpectedly and can cause feelings of alarm. Messages such as a friend tagged you in a photo or mentioned you can make someone feel special and entice them to click. And everyone loves free pizza!

TOP 10 GENERAL EMAIL SUBJECTS

Password Check Required Immediately	20%
Vacation Policy Update	12%
Branch/Corporate Reopening Schedule	11%
COVID-19 Awareness	10%
Coronavirus Stimulus Checks	10%
List of Rescheduled Meetings Due to COVID-19	10%
Confidential Information on COVID-19	8%
COVID-19 - Now airborne, Increased community transmission	7%
Fedex Tracking	6%
Your meeting attendees are waiting!	6%

KEY TAKEAWAY

Hackers are playing into employees' desires to remain security minded. Unsurprisingly, half of the top subjects for this quarter were around the Coronavirus pandemic. Curiosity is also piqued with security-related notifications and HR-related messages that could potentially affect their daily work.



COMMON *"IN THE WILD"* ATTACKS

- Microsoft: Abnormal log in activity on Microsoft account
- Chase: Stimulus Funds
- HR: Company Policy Notification: COVID-19 - Test & Trace Guidelines
- Zoom: Restriction Notice Alert
- Jira: [JIRA] A task was assigned to you
- HR: Vacation Policy Update
- Ring: Karen has shared a Ring Video with you
- Workplace: [[company_name]] invited you to use Workplace
- IT: ATTENTION: Security Violation
- Earn money working from home

KEY TAKEAWAY

Here again we see subjects related to the Coronavirus and working from home. Cybercriminals are preying on heightened stress, distraction, urgency, curiosity, and fear in users. These types of attacks are effective because they cause a person to react before thinking logically about the legitimacy of the email.