TOP SOCIAL MEDIA EMAIL SUBJECTS

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 post or mentioned you can make someone feel special and entice them to click.

LinkedIn 42%
Facebook 20%
New voice message at 1:23AM 9%
You have a new message 11%
Login alert for Chrome on Motorola Moto X 12%
De-activation of [email] in process 5%
Test of the [[company_name]] Emergency Notification System 5%
Recent activity report 4%
Scheduled server maintenance -- no internet access 6%
De-activation of [email] in process 5%
Test of the [[company_name]] Emergency Notification System 5%
Recent activity report 4%

TOP 10 GENERAL EMAIL SUBJECTS

- Password check required immediately 31%
- Revised vacation & sick time policy 15%
- COVID-19 remote work policy update 13%
- COVID-19 vaccine interest survey 10%
- Important: dress code change 7%
- Scheduled server maintenance -- no internet access 6%
- De-activation of [email] in process 5%
- Test of the [[company_name]] emergency notification system 5%
- Scanned image from mx2310U@[[domain]] 4%
- Recent activity report 4%

KEY TAKEAWAY

Hackers are playing into employees' desires to remain security-minded. We are still seeing some subjects around COVID-19, but it seems users are getting more savvy to these types of ploys. Curiosity is piqued with security-related notifications and HR-related messages that could potentially affect their daily work.

COMMON "IN THE WILD" ATTACKS

- Microsoft 365: Scheduled Server Backup
- IT: IT Help Ticket Survey Invitation
- Warning: your email account has just sent 260 emails
- Amazon Prime: action required - card on file has been declined
- License Update
- Google: take action to secure your compromised passwords
- Apple: prize winner! we need your confirmation
- Zoom: you missed a Zoom Meeting
- HR: your payroll details need updating
- Facebook: important message regarding your Facebook profile
- LinkedIn: you have requested a reset to your LinkedIn password
- "You have a new message in your inbox on Facebook"
- "Your friend tagged you in a post on Facebook"
- "You appeared in new searches this week!"
- "Please add me to your LinkedIn network"
- "Someone has sent you a direct message on Twitter!"

KEY TAKEAWAY

This quarter we see more security-related warnings, account activity messages and even a "you've won" notification. Cybercriminals are preying on heightened anxiety, distraction, urgency, curiosity, and fear of others. These types of attacks are effective because they cause a person to react before thinking logically about the legitimacy of the email.