**In The Wild**

**Top Social Media Email Subjects**

- Twitter: Security alert: new or unusual Twitter login
- Amazon: Action Required | Your Amazon Prime Membership has been declined
- Zoom: Scheduled Meeting Error
- Google Pay: Payment sent
- Stimulus Cancellation Request Approved
- Microsoft 365: Action needed: update the address for your Xbox Game Pass for Console subscription
- RingCentral is Coming!
- Workday: Reminder: Important Security Upgrade Required

**Top 10 General Email Subjects**

- Password Check Required Immediately
- Touch base on meeting next week
- Vacation Policy Update
- COVID-19 Remote Work Policy Update
- Important: Dress Code Changes
- Scheduled Server Maintenance -- No Internet Access
- De-activation of [email] in Process
- Please review the leave law requirements
- You have been added to a team in Microsoft Teams
- Company Policy Notification: COVID-19 - Test & Trace Guidelines

**Phishing Tests**

- LinkedIn Password Reset
- Join my network on LinkedIn
- “You appeared in new searches this week”
- “People are looking at your LinkedIn profile”
- “LinkedIn is Coming!”
- New voice message at 1:23AM

- “Please add me to your LinkedIn Network”
- “LinkedIn Password Reset”
- “Join my network on LinkedIn”
- “Your friend tagged you in photos on Facebook”
- “New Sign-in To Your Facebook from Samsung Galaxy S4”
- “You have been added to a team in Microsoft Teams”
- De-activation of [email] in Process
- Please review the leave law requirements
- New voice message at 1:23AM

**Common “In The Wild” Attacks**

- IT: Annual Asset Inventory
- Changes to your health benefits
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**Key Takeaway**

LinkedIn messages continue to dominate the top social media email subjects, with several variants of messages such as “people are looking at your profile” or “add me.” Other alerts, such as 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.

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 those types of ploys. Curiosity is piqued with security-related notifications and HR-related messages that could potentially affect their daily work.

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