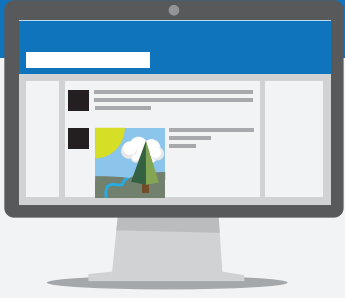# Phishing and Social Media

For **Millions** of people, logging in to their social media accounts is part of their daily routine. In fact, over **1.3 billion** users like Troy log onto their favorite social networking sites monthly.

Troy is just one social media user of many. He logs on to share his photos and to check up on his friends.

## On his profile, you can find:

name, date of birth, location, workplace, interests, hobbies, skills, relationship status, telephone number, email address, and favorite food

**All** of this information can be used against Troy by social engineers.

They can send crafted spear phishing emails to Troy's inbox...
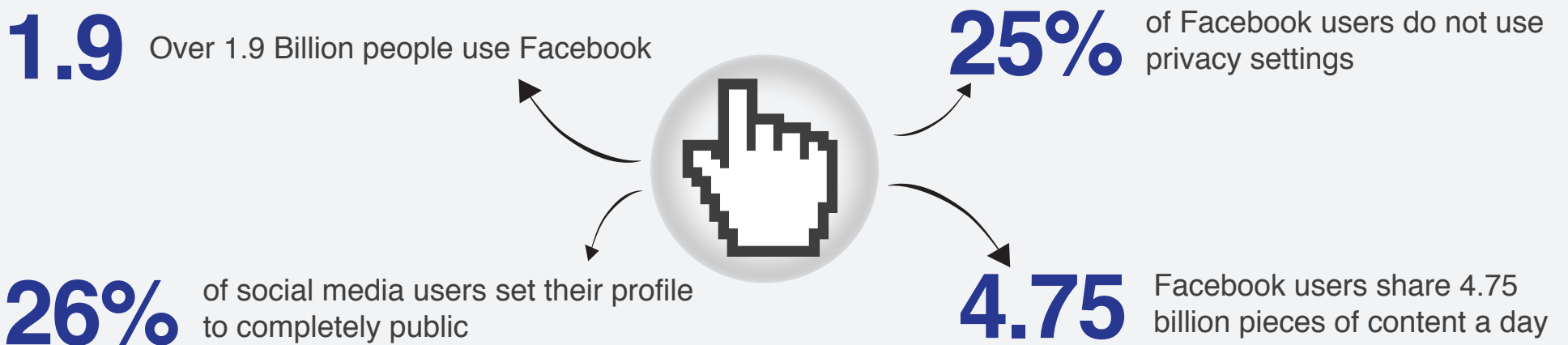
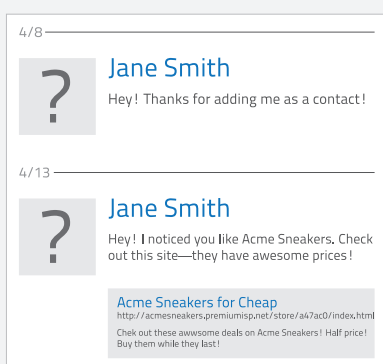or they can imitate Troy to trick his contacts

## So·cial en·gi·neer·ing

In spear-phishing, social engineering is the use of known social behaviors and patterns to entice targets to take an action (like clicking a link).

## Social Media Usage by the Numbers

**1.9** Over 1.9 Billion people use Facebook

**25%** of Facebook users do not use privacy settings

**26%** of social media users set their profile to completely public

**4.75** Facebook users share 4.75 billion pieces of content a day

## Luckily, there are ways to keep your information safe:

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**Jane Smith**
Hey! Thanks for adding me as a contact!

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**Jane Smith**
Hey! I noticed you like Acme Sneakers. Check out this site—they have awesome prices!

Acme Sneakers for Cheap
http://acmesneakers.premiumisp.net/store/a47ac0/index.html
Chek out these awesome deals on Acme Sneakers! Half price! Buy them while they last!

Be cautious when you receive suspicious messages from your contacts—old or new.

Remember that information can be stolen from your photos as well as from text.

Don't submit a status update you wouldn't want on the front page of the newspaper.

### Did you know?

Attackers access credentials and research social media profiles to gain intelligence about people they're targeting. Their goal is to build highly personalized "lures" that are likely to be opened.

You can also increase your privacy settings so only your friends can see your profile.

Log in with Social SMP

Lastly, be careful what web sites you link your profiles to.

Remember: If you receive a suspicious message or email, be cautious and use our organization's established reporting procedures.