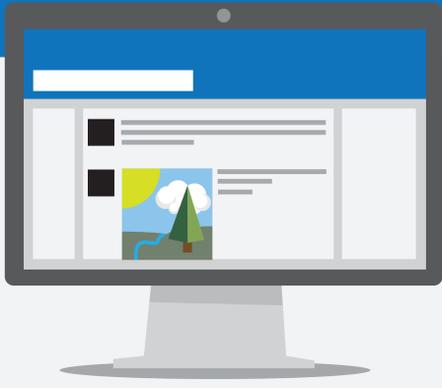


Phishing and Social Media



Millions of people log in to their social media profiles every day.

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



1,317,000,000!

In fact, over 1.3 billion users like Troy log onto their favorite social networking sites monthly.



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.

Social en-gi-neer-ing

In spear phishing, social engineering is the use of known social behaviors and patterns to make targets more likely to take a suggested course of action, e.g. clicking on a link.



They can send crafted spear phishing emails to Troy's inbox...

...or they can imitate Troy to trick his contacts.



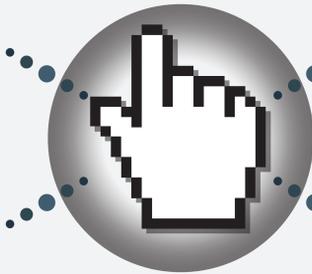
Social media usage by the numbers

66 percent of adult Facebook users who do not know how to use its privacy controls

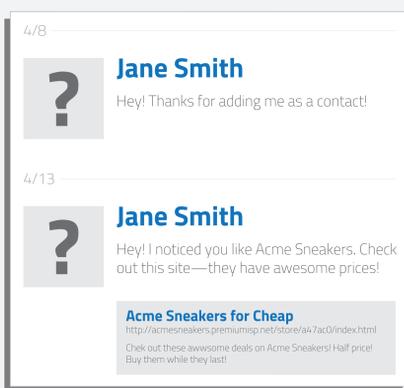
71 percent of consumers whose purchasing decisions are influenced by social media posts

26 percent of social media users who have made in-app purchases using payment cards

780 percent increase in reported social-media related crime in a four year span



Luckily, there are ways to keep your information safe.



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.



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.

Did you know?

One major social network has more fake profiles than the population of Egypt.

Social activities account for 91 percent of all mobile Internet activity.

In January 2010, social media lures were used in 8.3% of all phishing attacks; by December of that year, they were used in 84.5% of attacks—a 918% increase.

For more information about spear phishing, and how you can stay safe from it, visit

PHISHME

at www.phishme.com.

Sources

- <http://www.iacpsocialmedia.org/Resources/FunFacts.aspx>
- <http://www.searchenginejournal.com/25-insane-social-media-facts/79645/>
- <http://www.channelpro.co.uk/opinion/7658/taming-social-media-exhibitionist>
- <http://www.socialmediatoday.com/content/30-statistics-how-social-media-influence-purchasing-decisions-infographic>
- <http://www.darkreading.com/vulnerabilities-and-threats/microsoft-cybercrime-falling-into-two-distinct-camps/d-d-id/10977317>
- <http://www.theguardian.com/media/2012/dec/27/social-media-crime-facebook-twitter>
- <http://www.internetsafety101.org/Socialmediastats.htm>
- <http://www.bankrate.com/finance/banking/use-social-media-payments.aspx>

PHISHME

Copyright © 2014, PhishMe, Inc. All rights reserved.

The PhishMe name and logo are trademarks of PhishMe, Inc. in the United States and other countries.