

Social life Social media Social engineering



Hackers understand human emotion is an effective access point to your network.

HOW IS YOUR TEAM FEELING?

HELPFUL & CURIOUS
POLITE & COURTEOUS
PROUD & ACCOMPLISHED

MIND GAMES

For each emotion, there is an attack plan, carefully structured to gain entry.

TEACH YOUR TEAM TO BE AWARE.

1 RANDOM USB OR PLUG IN DEVICE FOUND IN OFFICE

DEVICE IS A MALICIOUS PLANT WITH MALWARE THAT IS WAITING FOR AN EMPLOYEE TO PLUG INTO THE NETWORK.



2 'HOLD THE DOOR, PLEASE' - UNFAMILIAR PERSON

BAD ACTORS COUNT ON EMPLOYEES BEING POLITE. THEY LEVERAGE THAT KINDNESS TO GET INTO SECURE AREAS.



3 OVERSHARING SENSITIVE INFORMATION

ANNOUNCING KEY EVENTS ON SOCIAL MEDIA SUCH AS POSTING PHOTOS OF CREDENTIALS & SECURITY BADGES ARE GOLD TO HACKERS.

