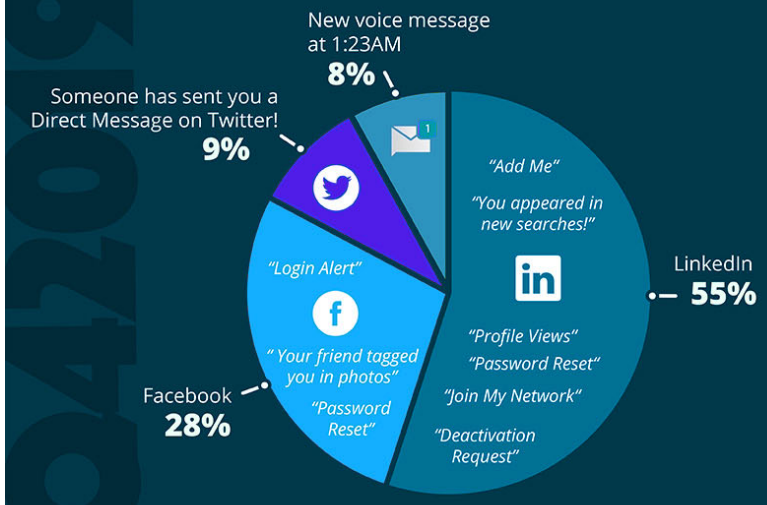
AtNetPlus

# TOP-CLICKED PHISHING TESTS

## TOP SOCIAL MEDIA EMAIL SUBJECTS




**KEY TAKEAWAY**

LinkedIn messages continue to dominate the top social media email subjects, with several variations of messages such as "you appeared in new searches" 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 photo or mentioned you can make someone feel special and entice them to click.

## TOP 10 GENERAL EMAIL SUBJECTS

| | |
|---|---|
| Password Check Required Immediately | 25% |
| Please review: Appropriate Halloween costumes | 14% |
| Change of Password Required Immediately | 14% |
| Starbucks: Free Drink for the Holidays | 11% |
| New Message about [[company_name]] Holiday Party | 7% |
| You have been drawn a name for Holiday Gift Exchange | 6% |
| IT: Scheduled Server Maintenance -- No Internet Access | 6% |
| FYI - Important information about your insurance | 6% |
| HR: Revised Vacation & Sick Time Policy | 6% |
| Microsoft/Office 365: De-activation of Email in Process | 5% |

**KEY TAKEAWAY**

Hackers are playing into employees' desires to remain security minded. Their curiosity is piqued with delivery attempt messages and HR-related messages that could potentially affect their daily work. At the end of the year, holiday-related and seasonal message get users to click without thinking twice.

## COMMON *"IN THE WILD"* ATTACKS

- SharePoint: Approaching SharePoint Site Storage Limit
- Microsoft: Anderson Hauck has shared a Whiteboard with you
- Office 365: Medium-severity alert: Unusual volume of file deletion
- FedEx: Correct address needed for your package delivery on [[current_date_0]]
- USPS: Your digital receipt is ready
- Twitter: Your Twitter account has been locked
- Google: Please Complete the Required Steps
- Cash App: Your Account Has Been Closed
- Coinbase: Important Please Resolve Error Now
- Would you mind taking a look at this invoice?

**KEY TAKEAWAY**

The potential for gaining something of value is a common reason for clicks; several of these messages refer to transactions. Another common theme is a push for action required. These types of attacks are effective because they cause a person to react before thinking logically about the legitimacy of the email.