



Social Engineering

Objective: To learn what Social Engineering is and be able to identify the main traits of a Social Engineering attack.

What is Social Engineering?



What are the Traits of a Social Engineering Attack?

Definition: Social Engineering

Using a manipulation technique to trick an individual into revealing sensitive information, obtaining unauthorized access, or committing fraud by using your reputation to gain false confidence and trust by your organization.

Social engineers' prey on your thinking and emotions. Traits of a Social Engineer Attack:

- #1 **Hightened emotion:** you are more likely to make an irrational or risky choice when you are feeling emotional (angry, scared, excited, etc.)
- #2 **Urgency:** Their attacks will be worded to force you to feel you must make an uninformed decision.
- #3 **Trust:** they will try to look like a trusted source or friend

Activity

Can you identify which Trait the following Social engineering Attacks use? Label each with the trait number
1 = Emotion 2 = Urgency 3 = Trust

_____ Text from unknown number saying a package has been lost and they need your information to confirm sending another one.

_____ A Pop-up online saying you won a once in a lifetime prize but must claim within 15 minutes by filling out some personal information .

_____ You see a pop-up online warning that your computer has been infected and to fix it, you must download specific anti-malware software.

_____ Your best friend emails you asking that you to check out a strange link that takes you to photos from a recent trip



Answer Key: 1, 3, 2, 3



Can you think of a social engineering attack that uses all three traits? Discuss with others what ways you can prepare for and avoid Social Engineering attacks?

