

Social Engineering

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Introduction

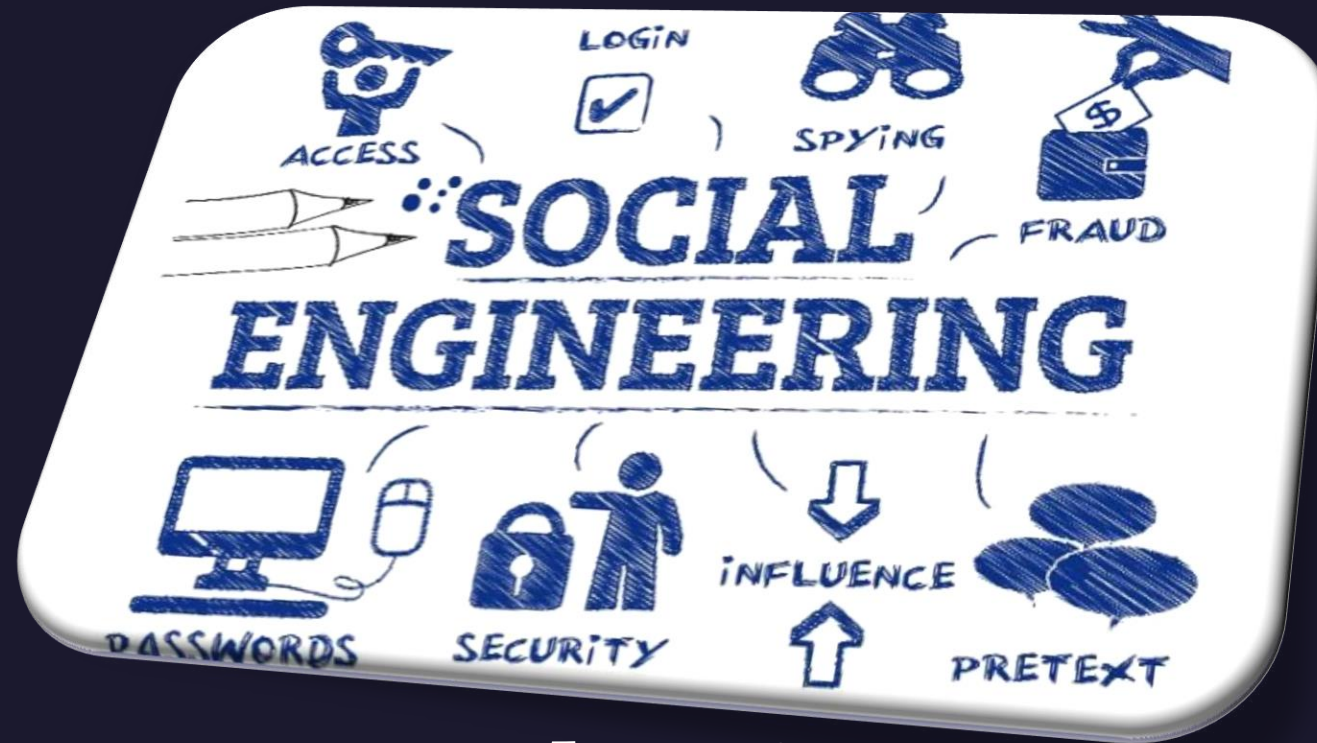
Nature of Social Engineering

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References & Sources





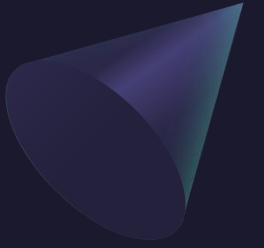
Introduction

- The exploitation of human psychology to gain access to personal information and protected systems
- Social engineering is an easier vector of attack than hacking into a system

Factors & Targets

Nature of Social Engineering

Factors & Targets



HOW?

- Information gathering
- Selecting an attack method
 - Phishing, Vishing, etc.
- Engaging the target
- Obtaining sensitive information from the target
- Exit, remove all traces of interaction

WHEN?

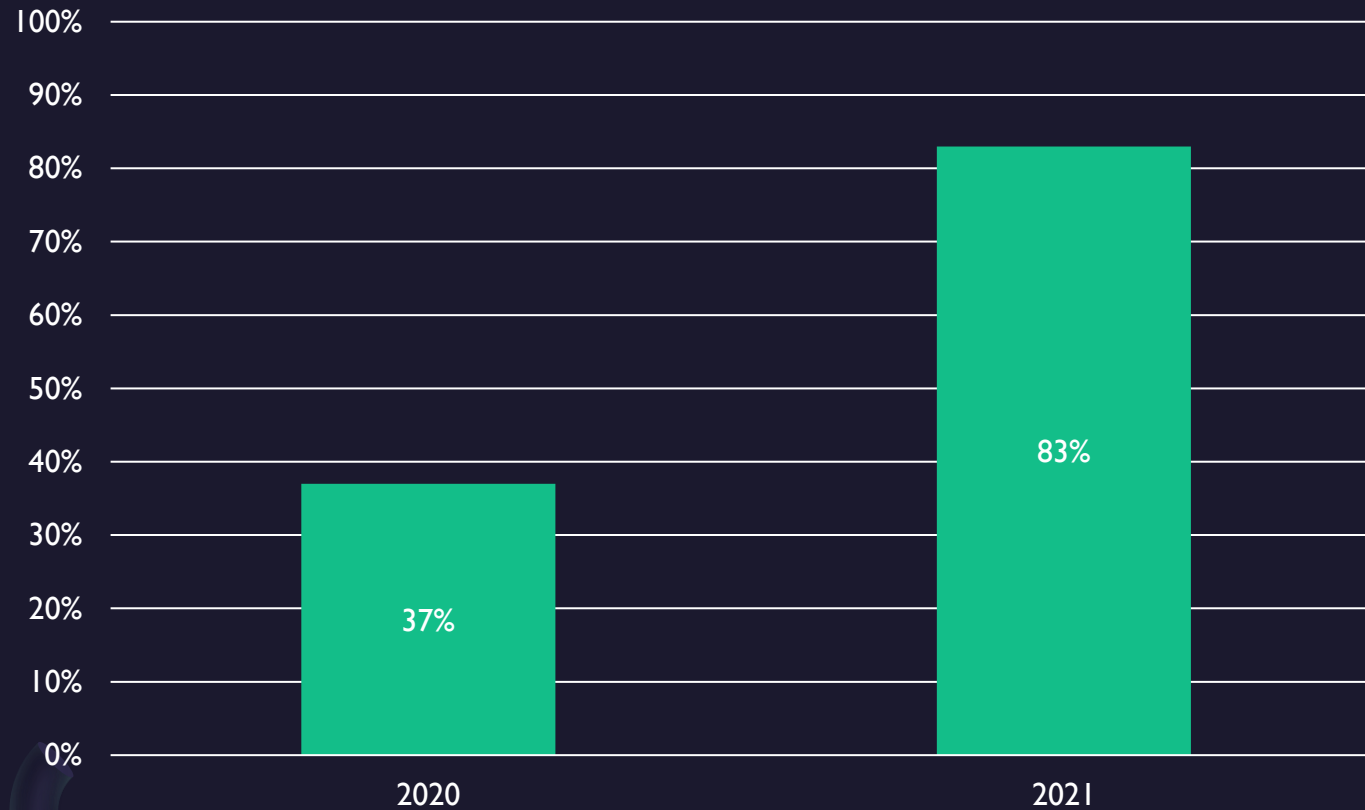
- Individuals are tempted with offers that seem too good to be true
- Information is leaked through conversations
- Data stored through unsecure means
 - Passwords stored in plaintext
 - Written on pieces of paper
- Doing confidential work in public
 - Prone to shoulder surfing

WHO?

- Individuals
- Organizations



Impact of Social Engineering

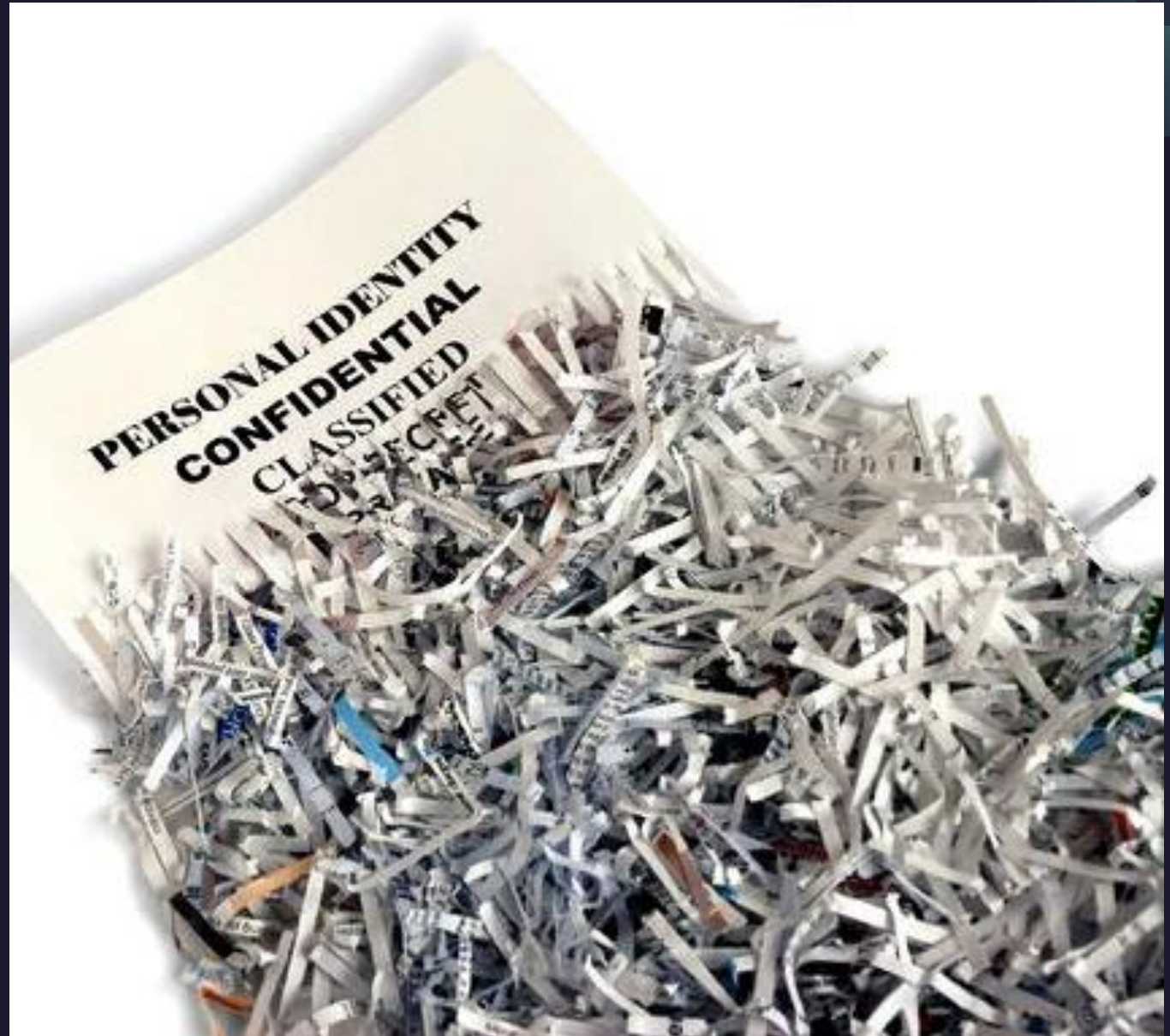


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Countermeasures

Threat Mitigation

Shred Documents



Ask questions



Be aware of your
surroundings



Case Study

Twitter phishing attack

July 15th , 2020



Bill Gates ✓
@BillGates

Everyone is asking me to give back, and now is the time.

I am doubling all payments sent to my BTC address for the next 30 minutes. You send \$1,000, I send you back \$2,000.

BTC Address -
bc1qxy2kgdygjrsgtzq2n0yrf2493p83kkfjhx0wlh

Only going on for 30 minutes! Enjoy!

4:34 PM · Jul 15, 2020 · [Twitter Web App](#)

194 Retweets and comments 389 Likes



✚ Pinned Tweet
Jeff Bezos ✓
@JeffBezos

I have decided to give back to my community.

All Bitcoin sent to my address below will be sent back doubled. I am only doing a maximum of \$50,000,000.

bc1qxy2kgdygjrsgtzq2n0yrf2493p83kkfjhx0wlh

Enjoy!

5:07 PM · Jul 15, 2020 · [Twitter Web App](#)

678 Retweets and comments 822 Likes



Apple ✓
@Apple

We are giving back to our community. We support Bitcoin and we believe you should too!

All Bitcoin sent to our address below will be sent back to you doubled!

bc1qxy2kgdygjrsgtzq2n0yrf2493p83kkfjhx0wlh

Only going on for the next 30 minutes.

1:58 PM · Jul 15, 2020 · [Twitter Web App](#)

Context



WHAT HAPPENED?

- A spear-phishing attack
- Mastermind posed as a Twitter employee, selling accounts while 3 others carried out Bitcoin scams
- U.S agencies among targeted

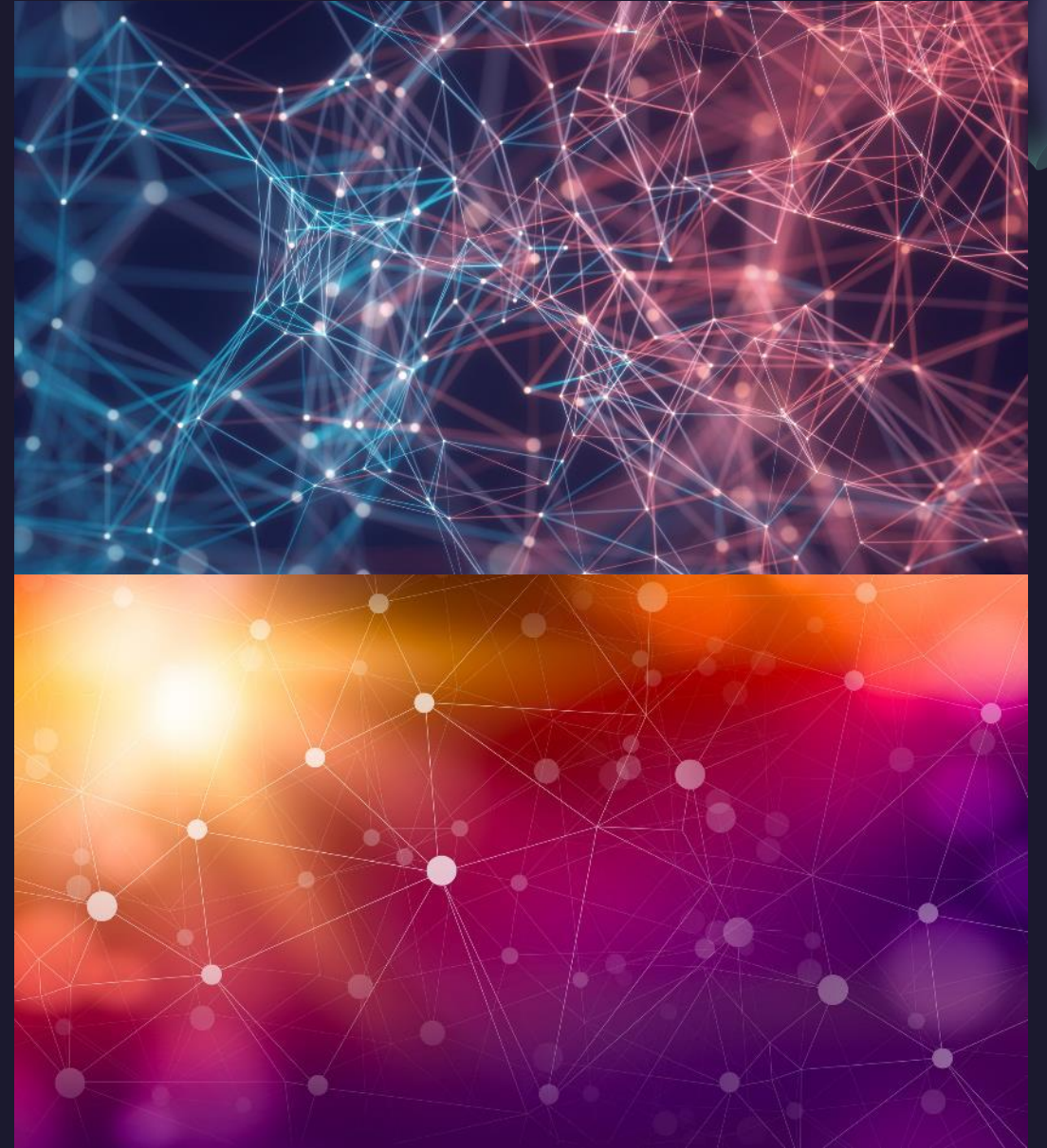
CONSEQUENCES

- 45 accounts tweeted from
 - High profile accounts
- 12.86 BTC (USD\$117,000 at the time) stolen from victims
- USD\$277,000 (as of July 9th, 2022)

ACTION TAKEN

- Programs to educate staff
 - Detect phishing emails
- Improving security with:
 - 2-Factor Authentication
 - Preventing inappropriate access
 - Least Privileges

Thank You



Sources:

<https://www.foley.com/en/insights/publications/2022/02/no-surprise-phishing-spearphishing-increasing#:~:text=The%20study%20shows%20that%20in,startling%2046%25%20increase%20over%202020.>
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