



CYBERSECURITY AWARENESS DAY 23

Let's talk about
Social Engineering

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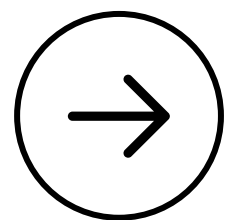


What is Social Engineering?



It can be defined as a psychological manipulation used by cybercriminals to trick people into giving away information, access, or money.

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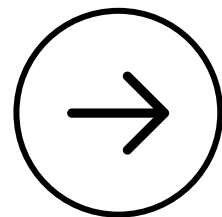
Why It Works

Hackers know one secret, People are emotional, not logical.

They exploit emotions like:

- **Fear** (“Your account will be blocked!”)
- **Greed** (“You’ve won ₦1,000,000!”)
- **Urgency** (“Act now or lose access!”)
- **Trust** (“I’m from your bank.”)

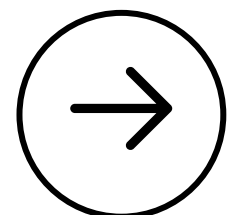
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Common Types of Social Engineering



- **Phishing:** Fake emails that steal your login details.
- **Smishing:** Fraudulent SMS messages with links.
- **Vishing:** Voice scams pretending to be bank or telecom staff.
- **Pretexting:** A false story to get your info (“I’m updating your file.”)
- **Baiting:** “Free” USB drives or downloads laced with malware.
- **Tailgating:** Following employees into restricted buildings.

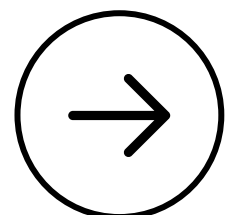


Real-Life Examples



- A “bank agent” calls, asking you to confirm your OTP.
- A “recruiter” sends you a link to “apply for a remote job.”
- A “delivery company” texts you to “track your package.”
- A “friend” messages you for urgent financial help.

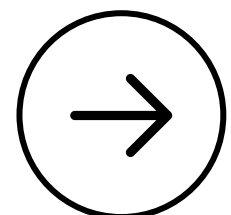
All seem normal until you realize it's not them.



New Social Engineering in 2025



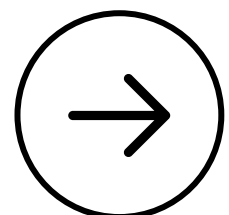
- Deepfake Voice Scams: AI-generated voices of loved ones or bosses.
- Fake WhatsApp Business Accounts: Impersonating companies.
- AI-Written Phishing Emails: Perfect grammar, realistic tone.
- Romance & Investment Scams: Emotional bonding before fraud.



How to Spot It



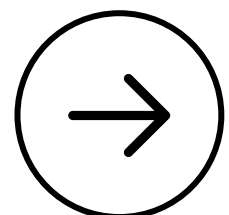
- Look for urgency — “Do this now!”
- Be suspicious of unknown links or attachments.
- Verify sender identity through another channel.
- Don’t overshare personal details online.
- If it sounds too good to be true it is.



How to Protect Yourself



- Use 2FA and password managers.
- Pause before reacting emotionally.
- Report scams immediately to your bank or platform.
- Stay updated on new scam trends.





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