



CYBERSECURITY AWARENESS DAY 3

Let's talk about
Phising

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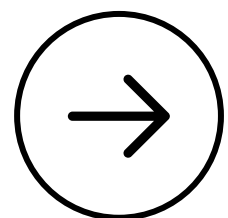




Phishing:

**The scam that looked real
even the CEO of Instagram almost
fell for it.**

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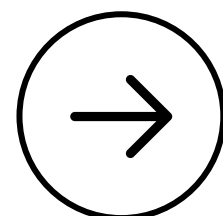




What is Phishing

It is a trick where criminals pretend to be someone you trust (your bank, boss, delivery service) so you'll share sensitive information or click a bad link which can cause a great havoc to an individual or organization.

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Why It Works



Phishing works because it plays on emotions:

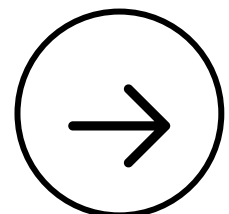
⚡ **Urgency** — Do this now or lose access.

😬 **Fear** — Suspicious activity detected.

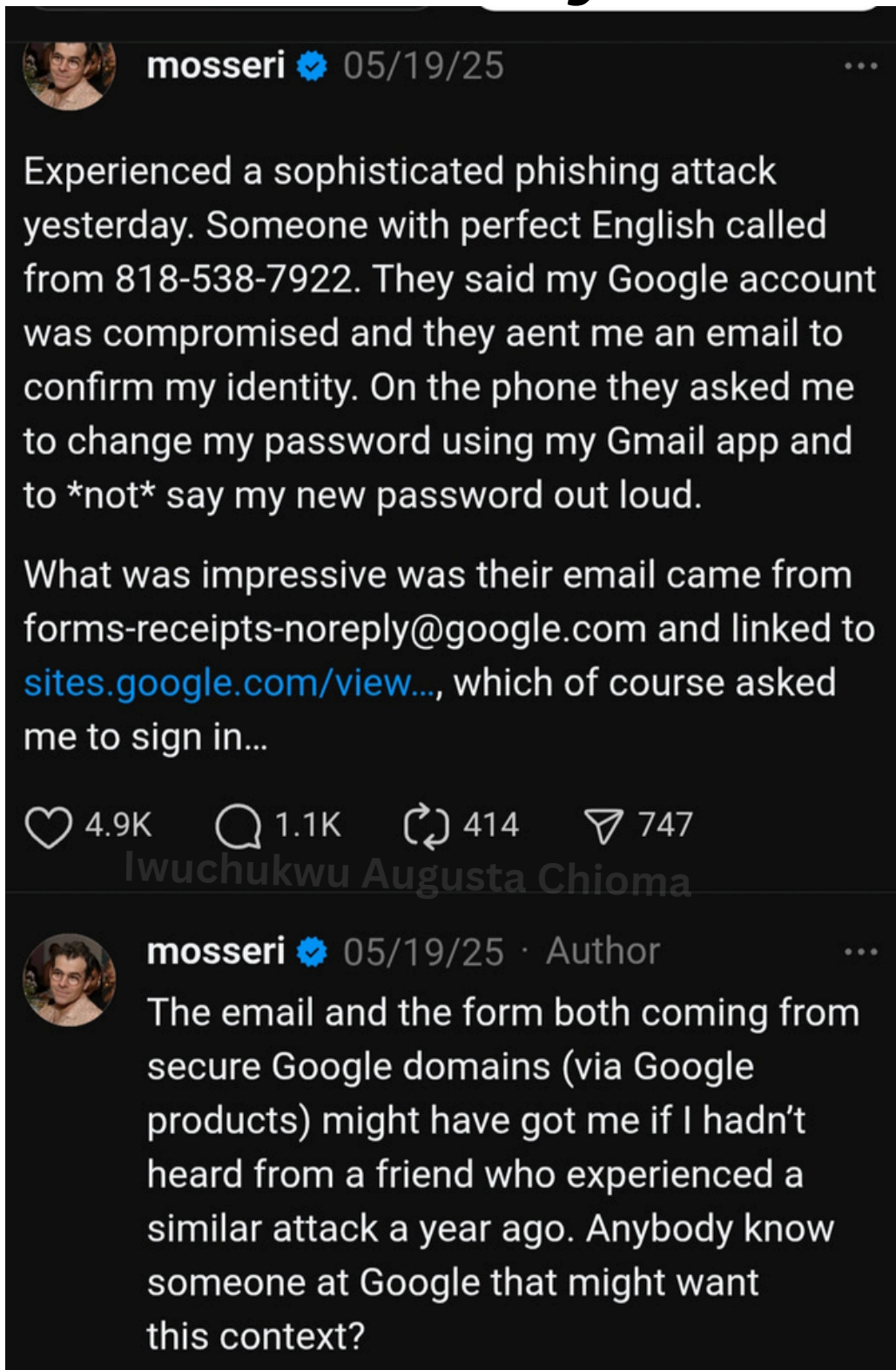
👁️ **Curiosity** — See attached report.

🤝 **Trust** — From your boss or IT admin.

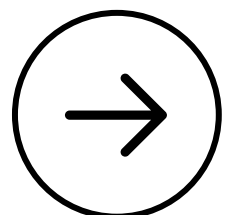
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The Story



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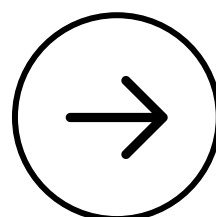
Adam Mosseri the Instagram CEO was the one that shared this on thread in May the scary part is that

- 👉 The email came from a legitimate Google Domain.

- 👉 The tone was urgent

- 👉 He mentioned it would have got him if not that someone had this similar experience over a year ago shared with him.

If a global tech leader almost fell for it, what about the rest of us?





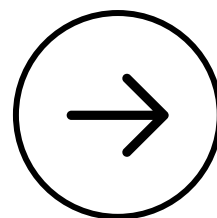
Phishing doesn't care how smart you are.

It almost got the CEO of Instagram and it might get you tomorrow.

In 2025, phishing looks so real It's not always start with **Dear User** anymore. Attackers now use your real name, job title, even company details.

Here's what to check:

- 🔍 **Domain tricks** — support@g00gle.com ≠ support@google.com
- 🔍 **Redirects** — Hover ≠ safe; always type the address or use the official app
- 🔍 **Over-personalization** — Just because it has your name doesn't make it real pause and read it again.
- 🔍 **Pressure tactics** — Urgent 24-hour deadlines are classic red flags

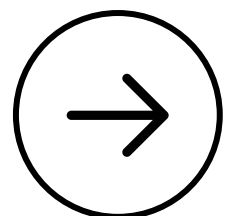




Your Defense Plan

- ✓ Verify emails with a quick call or separate message
- ✓ Don't click links — go directly to the app or official website
- ✓ Turn on MFA — even if your password leaks, attackers are blocked
- ✓ Use a password manager (it won't autofill on fake sites)
- ✓ Report phishing attempts to IT or email providers

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Cybersecurity
awareness tips**

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