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How to create a well-crafted employee phishing simulation

5 Quick Tips

→

Delay in payroll
From: John

Important updates have been made to our company policy with regards to Holiday Entitlement, Pay and Sick Pay...

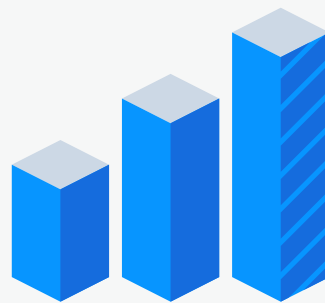[Click here](#) for the revised Holiday & Sick Pay document
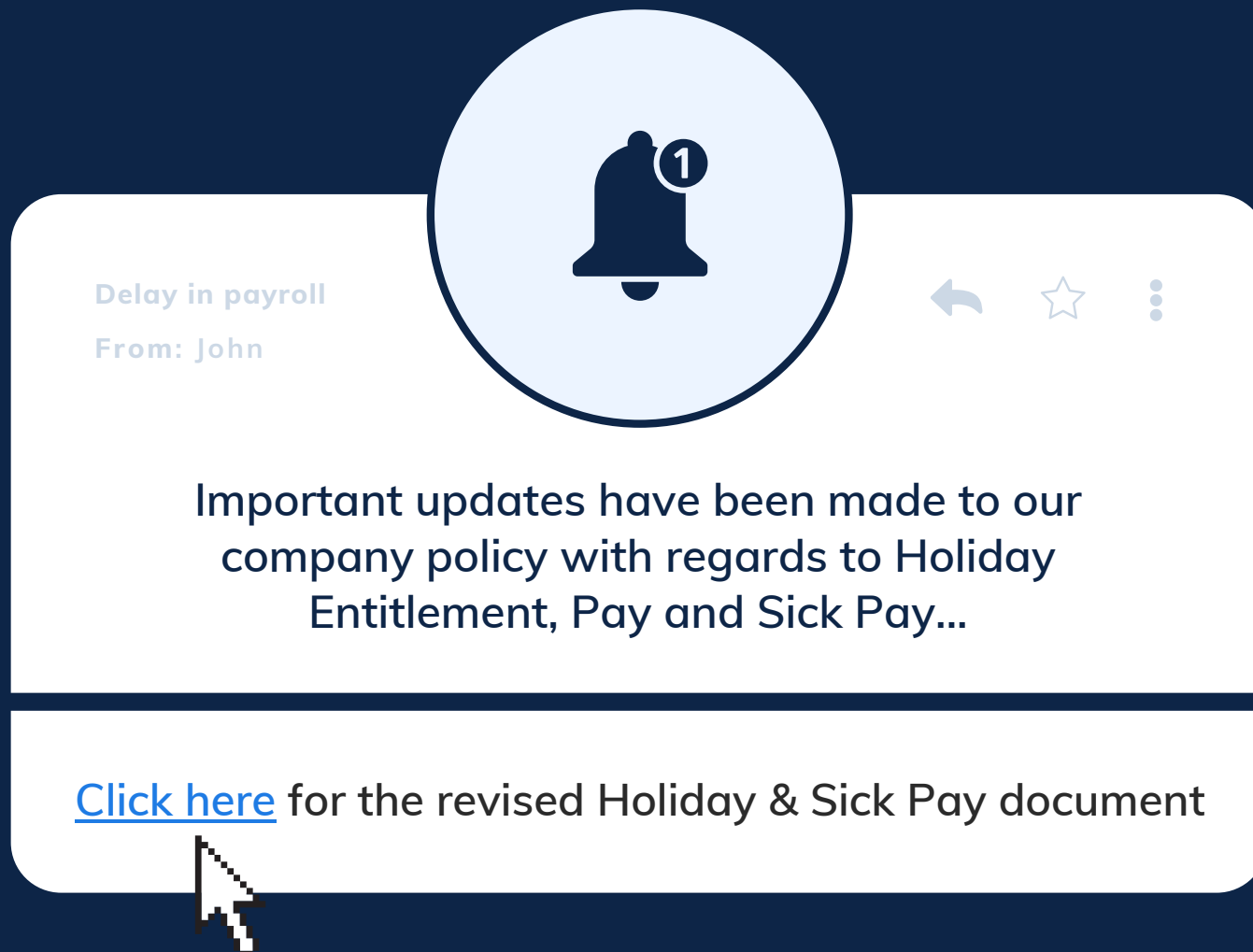
Phishing is evolving

36% of breaches now involve phishing and there are now nearly 75 times as many phishing sites as there are malware sites on the internet.

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Assess your staffs' risk to sophisticated phishing

Phishing simulations are a great way of assessing employee cyber risk - but, to truly gauge staff response, you need to step inside the mind of an attacker and replicate their techniques.
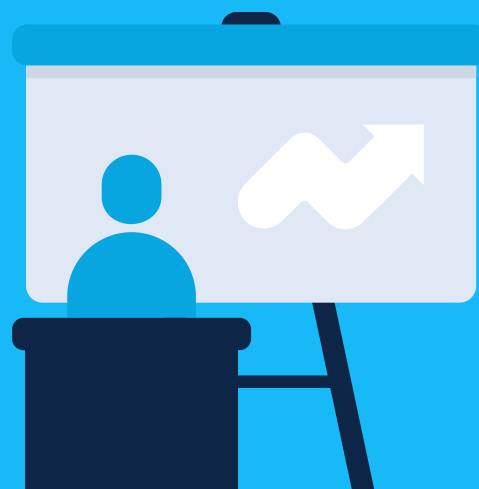
Here's our top five tips →

01

Carrot or the stick.

Employees will often click a link in an email if they have something to gain by clicking it, or, something to lose by not clicking. The better the promise, or the scarier the threat, the more likely they are to click.

Quick Tip - Offer an incentive in your email or embed a fear of missing out.

02

Authority.

If the email poses as coming from someone in a position of authority, it is more likely to grab attention and get the user to act immediately.

Quick Tip - Write an email that poses as your organisation's director, CEO or a manager.

03

Familiarity.

Attackers often prey on familiarity by impersonating someone that the victim would expect communications with - like a colleague or a supplier - in order to trick users.

Quick Tip - Drop in the company's name to make the email seem familiar & legitimate.

04

Urgency.

The most likely way for a user to not become compromised in a phishing simulation is if they're given time to consider - or hear about the simulation from a colleague.

Quick Tip - Make the email urgent. Offer something to the first ten users who click or ask staff to complete by end of the day.

05

Timing.

End users are more likely to click on emails that arrive during office hours or when they're at work and looking for easy distractions, such as Friday afternoons.

Quick Tip - Make sure the users will be at work when the email is sent and consider testing their response during busy periods.

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Launch a Free Phishing Simulation

Grab a free trial via the link in the description

Start phishing in minutes with readily-made templates

Learn which employees are vulnerable to phishing

www.usecure.io