




# Social Engineering

## Session 6

Cyber Security boot camp organized by **YELLOW** 



## Instructors

- Name
- Job / Company
- Industry Experience
- Something interesting



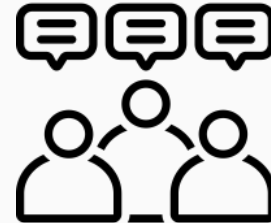
## Volunteers

- Name
- Job / School
- Something interesting



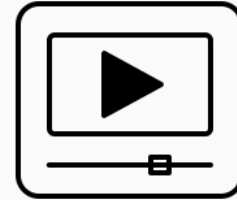
## Social Engineering

- Securing Personal Information Online
- Non-technical cracking of Information Security
- Deception to gather:
  - *Data*
  - *Fraud*
  - *System Access*



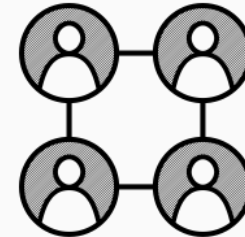
## What is Social Engineering

- Animation
- Lets watch it:
  - [https://www.youtube.com/watch\\_popup?v=CLinEv3eNc8](https://www.youtube.com/watch_popup?v=CLinEv3eNc8)
  - Teacher materials: video-6.1

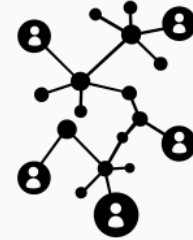


## Counting Connections

- How often do you check social media / day?
- How often do you post on social media?
- What social media services do you use?
  - *Which ones do you use most often?*
- How many friends/followers are you connected to?
  - *How many more people are they connected to?*




**Is it possible to be TOO connected?**








## What's your digital footprint

- “Digital Footprint” worksheet
- Use rating systems to find digital footprint
- Are you comfortable with the results?
- What can you do to reduce it?






 **Digital Footprint Worksheet**

**What's Your Digital Footprint?**  
Which social media sites and apps do you use the most?  
Write your top five in the list below and then fill in the footprints according to the rating scale.  
How much of a footprint do you leave on each site/app?


**Digital Footprint Rating Scale**

	• <b>You post on here all the time</b> , you have tons of friends/followers, and you don't filter yourself...a lot!
	• <b>You post on here often</b> , you have a good number of friends/followers, and you're sometimes careful about what you post.
	• <b>You post here sometimes</b> , you have some friends/followers, and you are usually careful about what you post.
	• <b>You are rarely on here</b> , you have very few friends/followers, and you are always careful about what you post.
	• <b>You can't even remember the last time you used this.</b>

1. _____	
2. _____	
3. _____	
4. _____	
5. _____	

Total number of footprints: \_\_\_\_\_

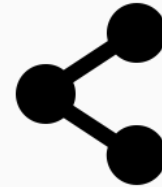
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## Introduction

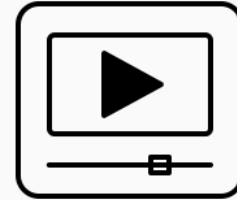
- Information we share can make us vulnerable to Social Engineering attacks.





## 6 Degrees of Information

- Leaving digital footprints for others
- Lets watch it:
  - [https://www.youtube.com/watch\\_popup?v=GYHbanR3EiU](https://www.youtube.com/watch_popup?v=GYHbanR3EiU)
  - Teacher materials: video-6.2



## Data Sources

- Pictures
- Posts
- Check-ins / location tags
- Friend tags / accounts
- Connected Accounts



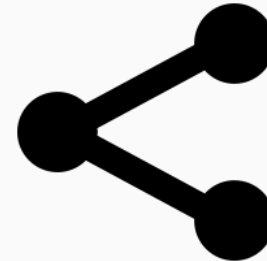
## Discovering Personal Information

- Locations / Vacations
- Hobbies & Interests
- Personal Details (birthday, schools, jobs, clubs, pets)
- Secondary Info (details about friends, family)
- Other ideas?




## Protecting Personal Information



















- Customize social media privacy settings
- Decide on each item you share (post security controls)
- Decide on how much profile info to provide
- Check the background of your photos
- Other ideas?




## Profiler Practice

- “Profiler Practice” worksheet
- Review the sample posts
- Identify personal data
- How can users protect their personal data?

 **Profiler Practice Worksheet**

Jenny	Tyler	Leah
 Under the moon from the dance! Looking great, y'all!	 Whoa! Our new game to go before character day. Code practice more let have fun.	 Benny's Burger Emporium
 Best Ways to Battle Zits	 I have school dances, amazing!	 Heard the winning goal, ogh. At least we did.
 My little brother who is 100 amazing. Maybe he's an alien.	 Academy of Science, Philadelphia	 20 Photos of Puppies
 Learn Tag Along, Maple St.	 10 Signs Your Parents are Trying to Ruin Your Life	 The Mountford High Junior Prom
 Young Designers Conference at Thompson University	 Fishing this weekend with my dad at Perry Park! He's gonna be awesome.	 Check out my friend's website! I wrote the code for it.
 FINALLY SAW THE NEWSPAPER MOON. Ohh wow!	 La La Lure at City Center Area	 New high school! Hooray. Use your best!
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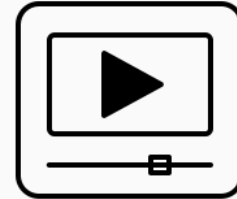
## Introduction

- Attempt to obtain data from Internet users
  - *Financial*
  - *Confidential*
- Done by sending emails with links to:
  - *Fake websites*
  - *Website replicas*



## Phishing Prevention in 2 minutes

- Fake emails, fake websites, replicas
- Lets watch it:
  - [https://www.youtube.com/watch\\_popup?v=FZp4mBtJBNQ](https://www.youtube.com/watch_popup?v=FZp4mBtJBNQ)
  - *Teacher materials: video-6.3*



## What is Phishing?

- An attempt to steal login credentials or other private information by impersonating a trusted source
- Phishing can happen via email, text, or almost any other form of communication (including phone calls and in person)
- Even if you don't provide information, opening an infected attachment in a phishing email may infect your computer and result in data theft or loss





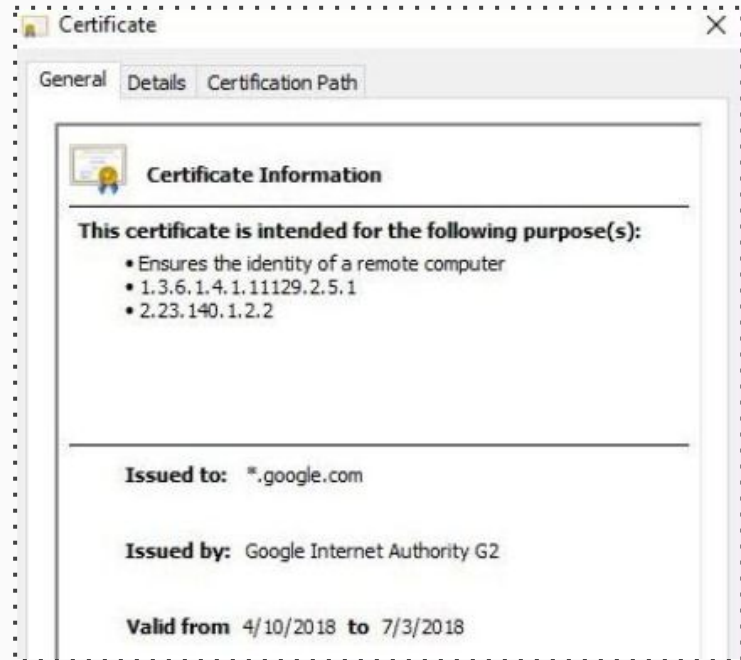
## Some things to look for

- Is the URL spelled correctly?
- Do the links in the text match the hover over link?
- Does the top level domain match what you would expect?
- Is all of the contact information accurate and specific?
- Is the text well formatted and professional?



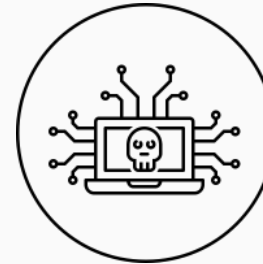
## Some things to look for

- Secure Certificates
- HTTPS://
- Valid Certificate



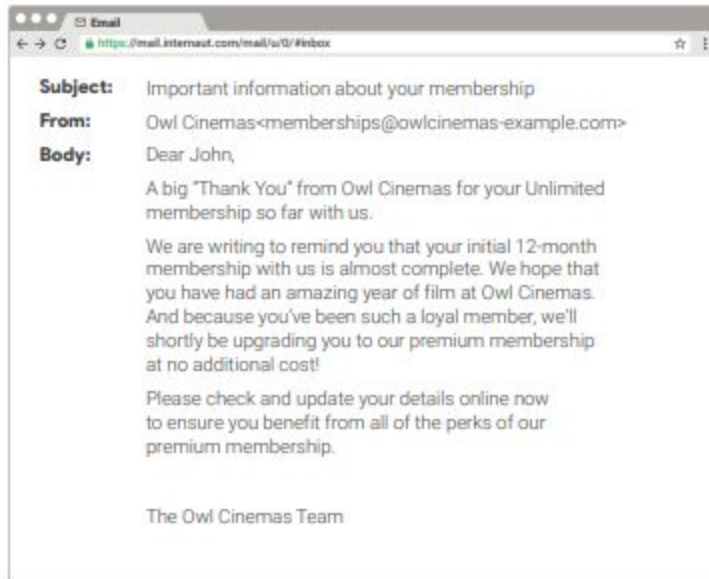
## Worst Case Scenario - You took the bait!

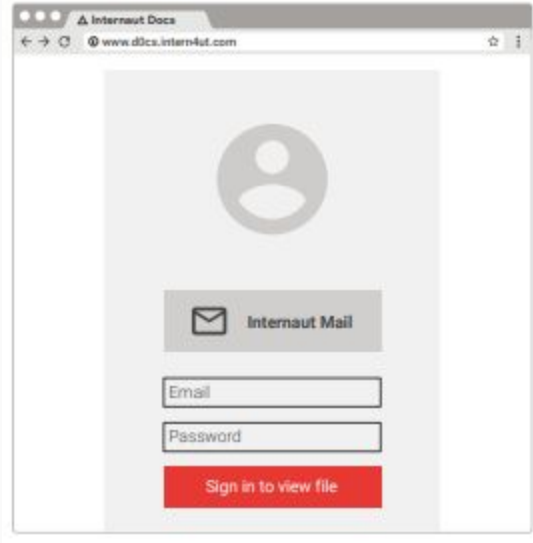
- DO NOT PANIC – Knowing there is a problem is the first step in solving it.
- Inform a responsible adult right away – fast action can minimize risk of harm
- Change passwords
- If you think your contact or friend information has been taken, let friends know so they can be on the lookout
- Report it to appropriate service providers

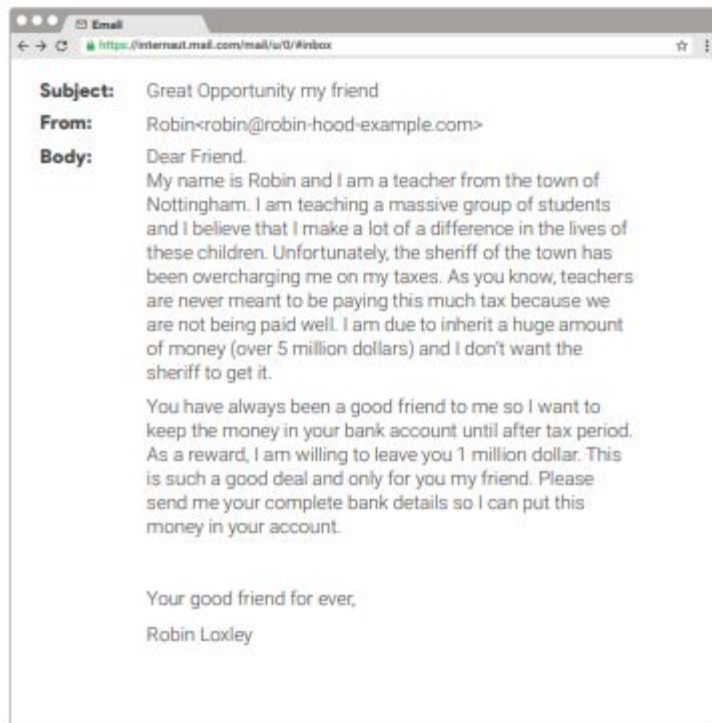


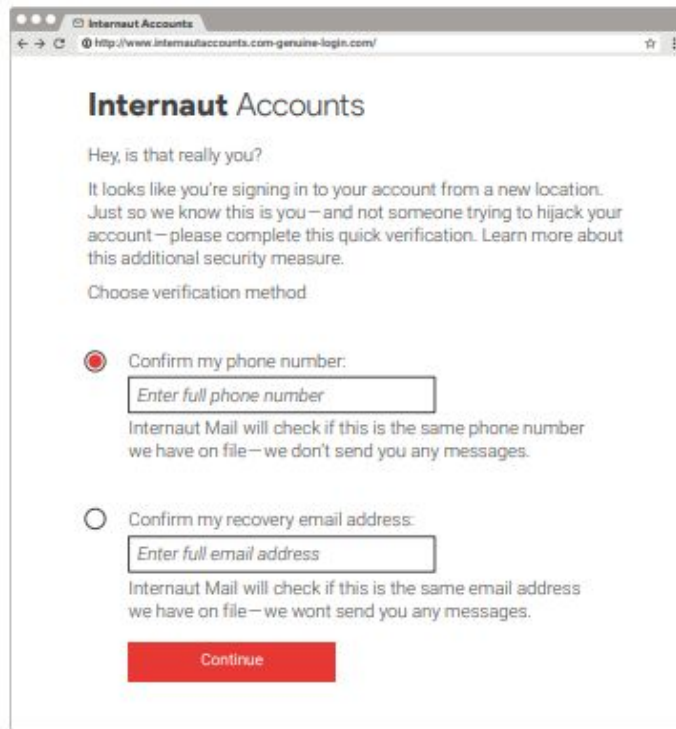
## Find the Phishing









A screenshot of a web browser window displaying a phishing page. The browser's address bar shows the URL 'http://www.internautaccounts.com-genuine-login.com/'. The page has a white background with black text. At the top, it says 'Internaut Accounts'. Below this, a message reads: 'Hey, is that really you? It looks like you're signing in to your account from a new location. Just so we know this is you – and not someone trying to hijack your account – please complete this quick verification. Learn more about this additional security measure.' The user is prompted to 'Choose verification method'. There are two radio button options. The first option, 'Confirm my phone number:', is selected with a red radio button. It includes a text input field with the placeholder 'Enter full phone number' and a subtext: 'Internaut Mail will check if this is the same phone number we have on file – we don't send you any messages.' The second option, 'Confirm my recovery email address:', is unselected with a white radio button. It includes a text input field with the placeholder 'Enter full email address' and a subtext: 'Internaut Mail will check if this is the same email address we have on file – we won't send you any messages.' At the bottom of the form is a red button with the text 'Continue' in white.



## What we learned...

- Social Media
- Share Smart
- Fakes & Phishing



## How are we doing?

- Pass survey sheet
- Students:
  - Fill in Session #
  - Circle room #
  - Answer questions
- Volunteers to collect surveys



## End of session 6

- Time for break
- Lunch is served in the Cafeteria
- Remember to use restrooms

