

ZEROFOX®



**SOCIAL MEDIA**  
IS THE NEW BATTLEGROUND FOR  
**CYBER SECURITY**

# WHAT'S THE PROBLEM WITH SOCIAL?

- Targeted Phishing
- Social Engineering
- Executive Impersonations
- Account Takeover
- Cyber Attack Planning
- Sensitive Information Leakage
- Customer Scams
- Corporate Impersonations
- Compliance Violations
- Trademark Fraud
- PII Theft & Sale
- Watering Hole Phishing & Malware



SOCIAL MALWARE & PHISHING



INFORMATION LEAKAGE



ATTACK PLANNING



SOCIAL ENGINEERING



ACCOUNT TAKEOVER



CORPORATE IMPERSONATORS



EXECUTIVE IMPERSONATIONS



CUSTOMER SCAMS

# OUTCOME – UMICH PHISH

# 12.5%

# visitors

filled out email & sent PII



RECENT ACTIVITY

 10 hrs

---DEADLINE FOR FIRST ROUND IS TONIGHT AT 11:59!

Are you looking for an internship this summer? Do you need graduation?

Through UMichJobs, we will put you directly in touch with v companies upon signup. Job opportunities range across mi Engineering, Media, Journalism, Law, Finance, Healthcare, Creative Arts, Advertising, Marketing, and many more.... [Se](#)

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Companies know that University of Michigan students are among the best in the world. Michigan alumni are excelling in top positions in their field, and they want to help you reach your full potential. We'll make your search easier by connecting...

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Like · Comment · Share

 Write a comment...  

## OUTCOME – SARAH

**75%**

**click thru**

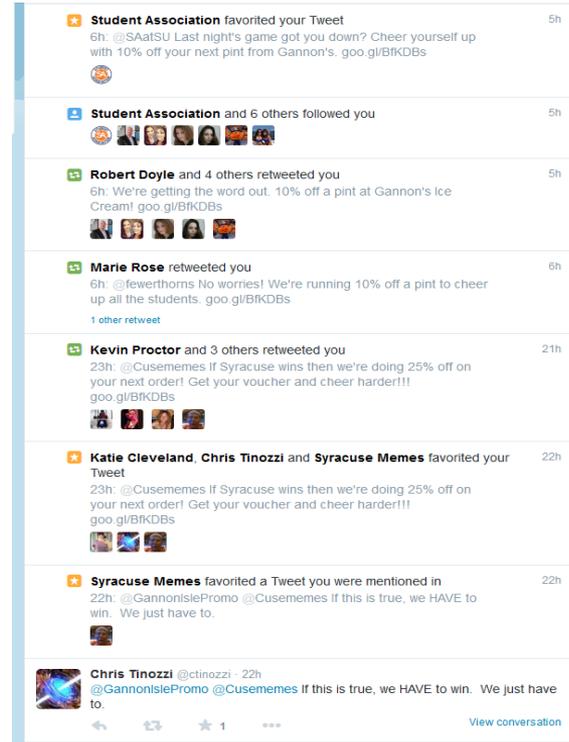
once matched



# OUTCOME - ICECREAM

# 408

clicks



“if this is true, we HAVE to win.  
We just have to”



# TAKEAWAYS – ATTACKS

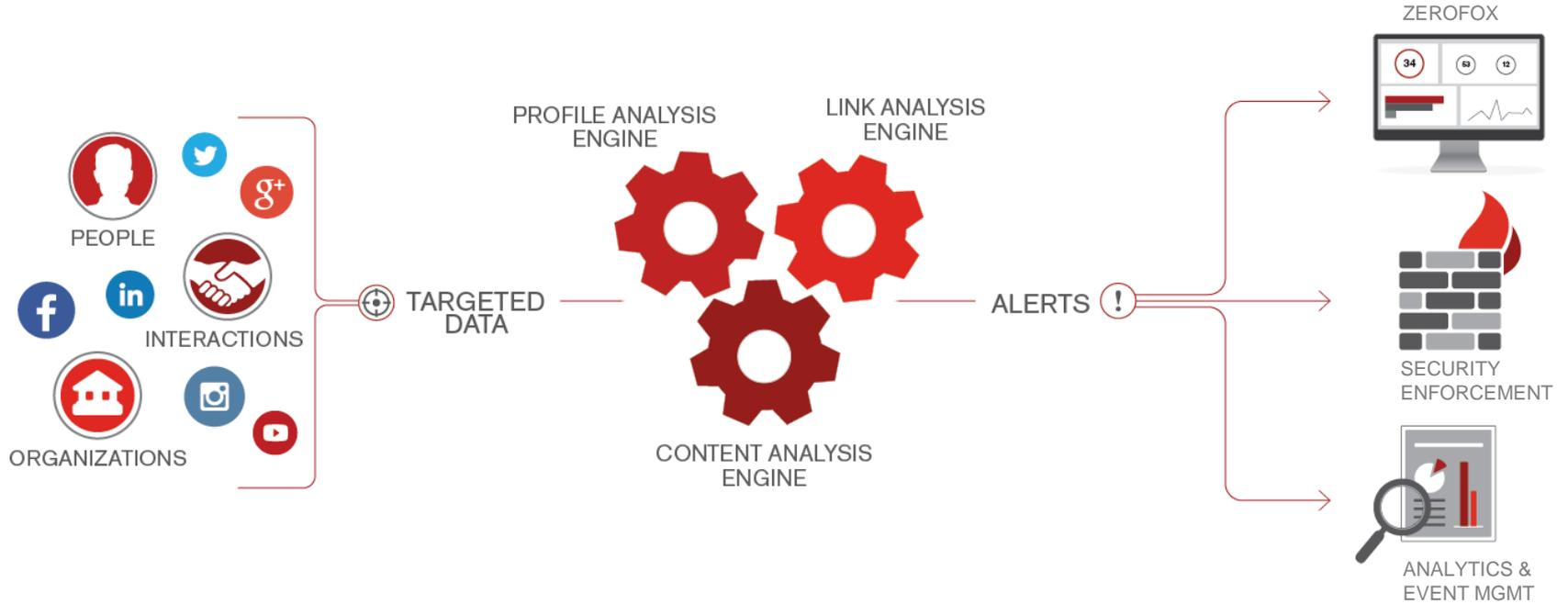
1. Targeted & Topical **12.5% visitors**  
filled out email & sent PII
2. Spray & Pray **408 clicks**
3. Targeted Common Denominator **75% profiles**  
clicked link

# HOW WE **SOLVE** THE PROBLEM

## DISCOVER & MONITOR

## ANALYZE & CONTEXTUALIZE

## PROTECT & INTEGRATE





# SOCIAL MEDIA CYBER SECURITY



**Global HQ**  
1111 Light St., 3rd Floor  
Baltimore, MD 21230



855-ZFOX-FOX



[evan@zerofox.com](mailto:evan@zerofox.com)