HOW DO CYBER SCAMS TRICK US?

Social engineering is a sneaky trick where criminals try to fool you into giving away personal information. Instead of hacking computers, they manipulate people into giving them what they want.

SO, HOW DOES SOCIAL ENGINEERING WORK?

A SOCIAL ENGINEER WILL:

1 **Do research** on you, your family, friends, home, where you work, and more - just by using what you post publicly, they create personalised scams

2 **Send you a message** that looks trustworthy, it might look like it came from a friend, a coworker, your boss, or even a 'friendly' stranger

3 **Trick you** into revealing sensitive info, like passwords or financial info. If you don't comply, they might threaten to blackmail you.

SO WHAT CAN YOU DO TO PROTECT YOURSELF?...

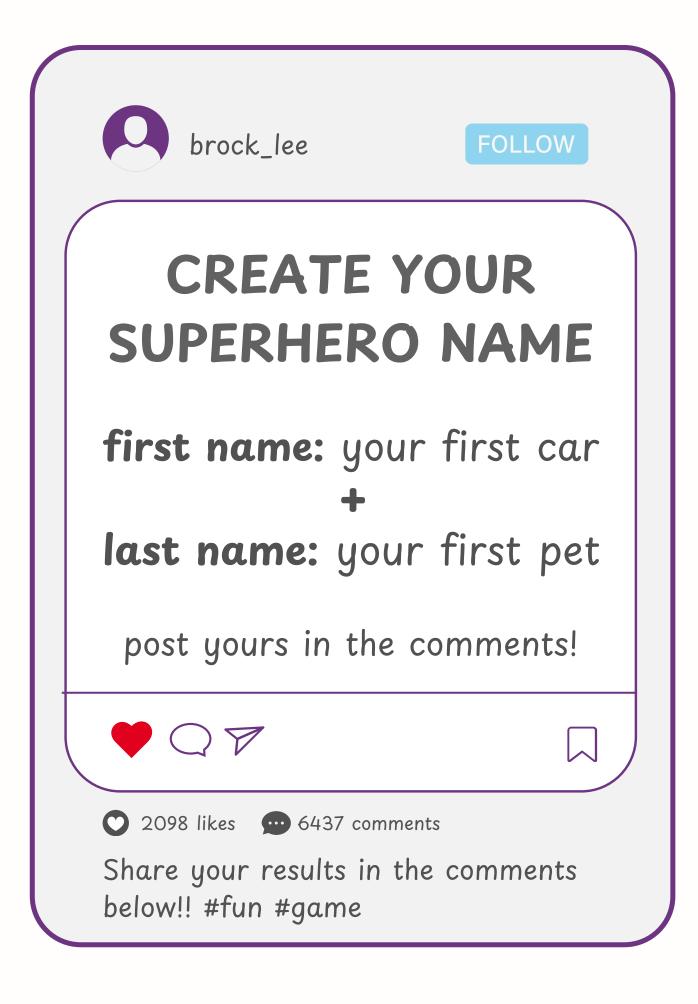## just assume that everything you post online will be seen by **everyone**
(yes, even if you changed the privacy settings)

Are you revealing too much?

You know to keep passwords to yourself, but what else counts as 'sensitive info'?

Maybe you've seen a post like this one...

brock_lee   FOLLOW

CREATE YOUR SUPERHERO NAME

first name: your first car
+
last name: your first pet

post yours in the comments!

❤ 💬 ➤   🔖

❤ 2098 likes   💬 6437 comments

Share your results in the comments below!! #fun #game

... but did you notice?

this information also happens to be common security questions for online accounts — **and that's no accident.**

⚠ this type of info can be used to break into your online accounts by using the password reset or account recovery options

Before you share, ask yourself:
- Who will see this post?
- What does this post reveal about me?
- Why does this info need to be shared?