
B·I·R·T·H·D·A·Y FISHING
IT'S MY BIRTHDAY!
SENSITIVE INFORMATION
I'M LOOKING FOR WORK
FAKE JOB Interviews
FINANCIAL TROUBLE POST
JUST ORDERED A PACKAGE
DESPERATE FOR MONEY
ACCESS YOUR PACKAGE HERE
: DOWNLOAD
LOOKING FOR RECOMMENDATIONS
MY FAVORITE PLACE IS:
TRY THIS:
MALICIOUS LINK
MY COMPUTER ISN'T WORKING
...let me help you
Online Request
CUSTOMER SERVICE COMPLAINT
Here is a CUSTOMER SOLUTION:
LOG IN
PASSWORD
CRUCIAL PIECE OF INFORMATION
WHERE YOU WORK
FLASHING MY CA$H
Juicy
BITS OF INFORMATION
Searching FOR
PEOPLE WHO ARE
SAYING
I'M HAVING TROUBLE LOGGING IN
I'M POSTING EVERY MORNING
how often do they post?
NYCFE.org
HOW WOULD YOU HACK ME?
- KERRY TOMLINSON
LEARN TO SOCIAL ENGINEER YOURSELF.
WHAT MOTIVATES YOU TO CLICK AN OFFER?
EMAIL ATTACKS
HIGH Social ENGINEERING
ATTACKING RELATIONSHIPS
LOW Social ENGINEERING
HOW TO DISSECT
WHERE ARE YOU MOST VULNERABLE?
DEEP FAKES
Disinformation
• SOURCE?
• EXAMINE CLOSELY
HOW CLOSE IS YOUR SOCIAL MEDIA PERSONALITY TO YOUR REAL PERSONALITY?
• REVERSE SEARCH
• OTHER ORGANIZATIONS
• MANIPULATION