

The webinar will start in just a moment.

# Coffee is brewing, be right with you...



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Security Series:

# Social Engineering



# Today's Presenters

**Jeff Blount**

vCIO

**Kate Vinnedge**

Digital Content Manager

**Social  
engineering is  
the greatest  
risk to your  
network.**



A person is sitting at a desk, using a laptop. Their left hand is holding a smartphone, and their right hand is typing on the laptop keyboard. A white coffee cup with a black sleeve is on the desk next to the laptop. The background is a blurred office or cityscape.

# Types of Social Engineering

- "Traditional" social engineering
- Dumpster diving
- Red Teaming
- Phishing

# Gone Phishin'

Phishing emails are the most common form of social engineering your employees are exposed to. It is also the main culprit of network breaches.



# How hackers do their homework

- Find targets on the dark web
- Collect PI for sale
- Sift through data from company hacks
- Create targeted phishing campaigns





# Subtle Differences

99% of the time, there is a “tell” in a phishing email.

Hackers use numbers and time against your employees – eventually, someone skimming an email will take the action the hacker desires.

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99% of the time, there is a ‘tell’ in a phishing email.

Hackers use numbers and time against your employees - eventually, someone skimming an email will take the action the hackers desire.

# Can you spot the difference?

Your Teams Link - The 5 Most Common Network Security Risks

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# Let's look closer.



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# Security Awareness Training

Keep your employees aware of the risks they're exposed to

- Create fake phishing campaigns
- Test employee response
- Measure employee behavior
- Continuous learning via expert led video

# More Information

On [cobbtechnologies.com](https://cobbtechnologies.com)

- Security Awareness Blog
- Security Awareness Video
- Top 5 security risks
- Dark Web Monitoring

# Q & A



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# Thank you for Joining us.

For any other Questions contact us at

 [coffee@cobbtechnologies.com](mailto:coffee@cobbtechnologies.com)