# October 2018 Phishing Awareness Campaign

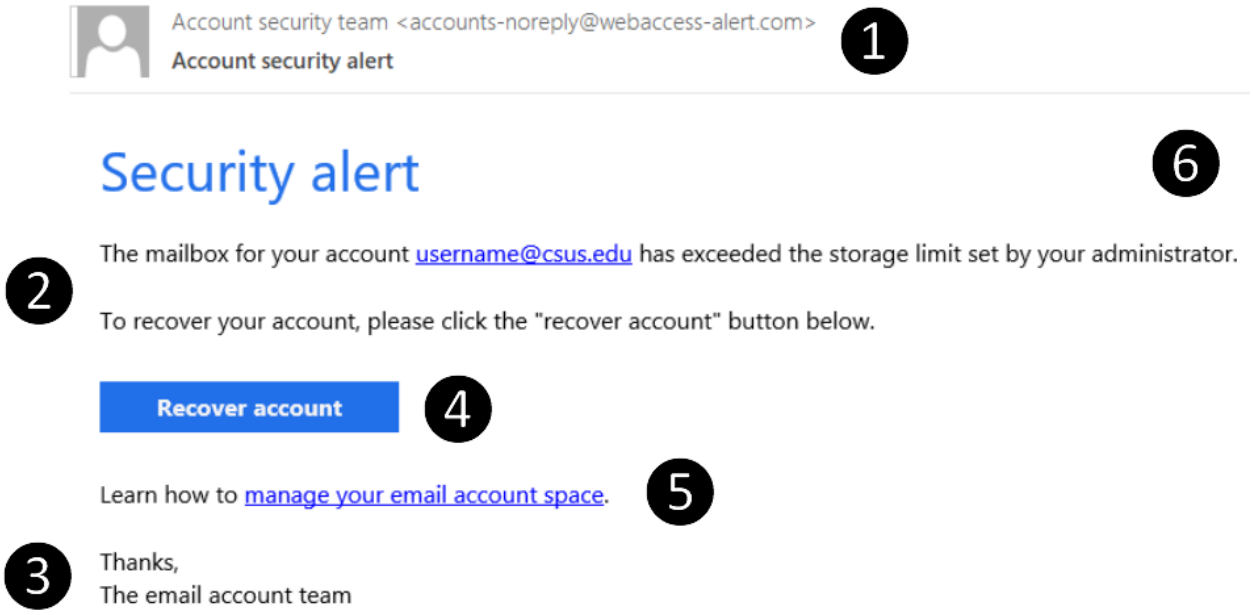
Our first PhishMe campaign was launched in October 2018. Phishing is an attempt to get you to do an action you would not normally do such as give your username and password, give money, download malicious code to your computer, or give away confidential data. Phishing by email has been a troublesome issue for our campus. We had over 800 people give up their passwords in a phishing scam that ran in late August, 2018.

The stakes are high if your credentials are stolen. It can be very costly for you and the campus. Because of this, we sent an email that mimicked a phishing attempt to all campus students, faculty, and staff. The purpose is to demonstrate what a phishing message looks like and to help you avoid serious disruptions caused by phishing.

Those who clicked the links in the message were presented with an educational video that taught them how to identify phishing.

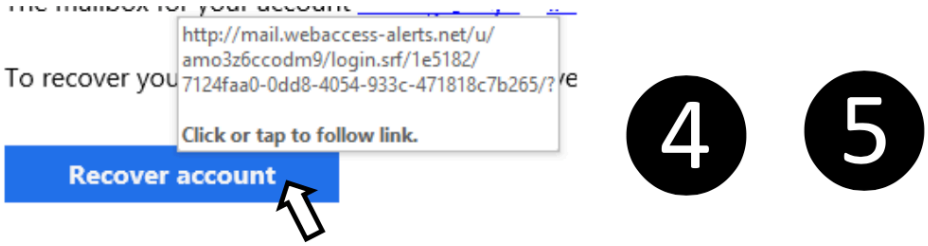
## Signs of Phishing

Below is a graphic of the simulated phishing email sent to campus, with call-outs to alert you to the items that can help you identify a real phishing email.




PHISHING EMAIL EXAMPLE

1. Not a valid Sacramento State email address (username@csus.edu).
2. The message body does not have Sacramento State branding.
3. The signature is not from a Sacramento State department.
4. If you hover over the "Recover account" button, it shows that it is not going to a Sacramento State web page.




PHISHING LINK EXAMPLE

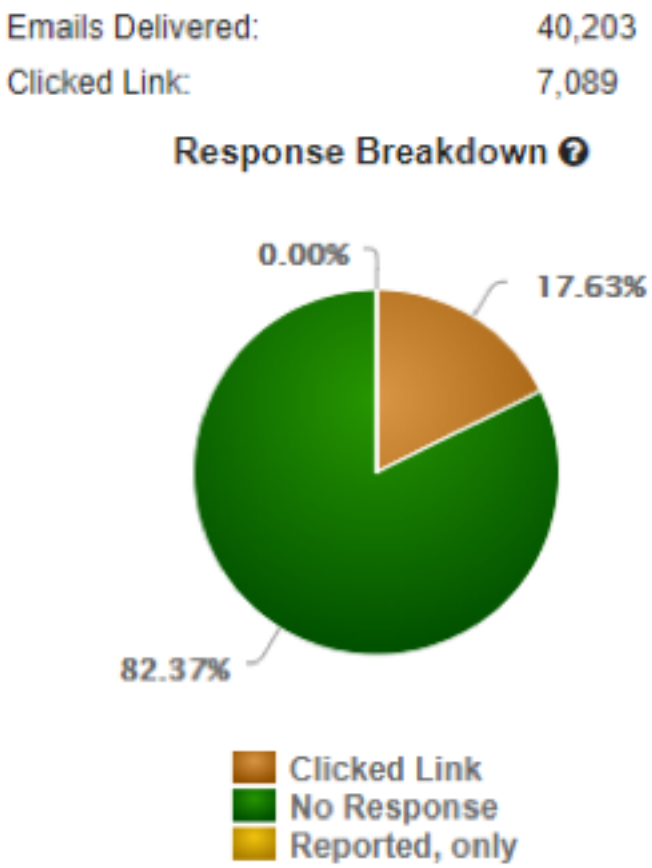
5. If you hover over the "manage your account space" link, it shows that it's not going to a Sacramento State web page.
6. Does not mention Sacramento State or Information Resources and Technology (IRT) anywhere.

If you are unsure of the validity of an email or website, please contact the IRT Service Desk for assistance.

# Results of the Phishing Simulation

The simulation went out as two separate campaigns: one to students, and the second to faculty, staff, and auxiliary staff. Here are the results of the campaigns.

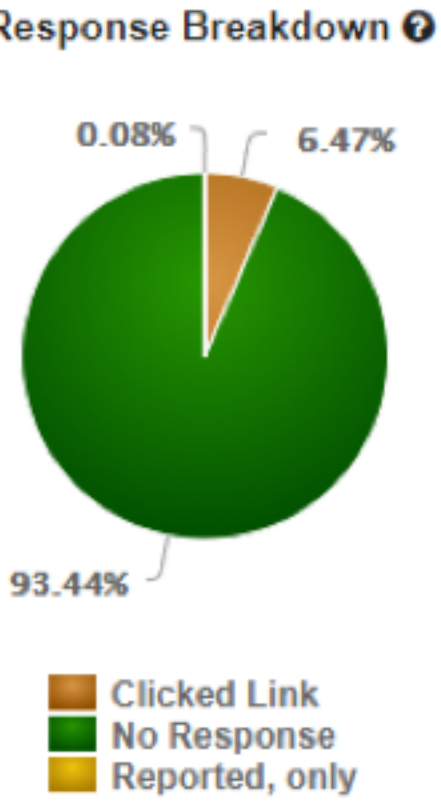
# Students




RESULTS OF THE PHISHING SIMULATION FOR STUDENTS PIE CHART

# Faculty, Staff, and Auxiliaries

| | |
|---|---|
| Emails Delivered: | 4,788 |
| Clicked Link: | 310 |
| Reported, only: | 4 |




RESULTS OF THE PHISHING SIMULATION FOR FACULTY, STAFF, AND AUXILIARIES PIE CHART