

Research Article

Phishing video campaign

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Abstract: Phishing, which attackers trick email recipients into clicking malicious links or revealing sensitive information and related social engineering techniques are linked to more successful data breaches than any other form of cyberattack. That makes them today's number one attack vector. Moreover, the eminence of the usage of the cyberspace to ease operations, particularly in the business world has been taken advantage of by cybercriminals for a long time. This report outlines about video campaign on ethical behaviour in using information systems. In introduction, the discussion highlights about our video campaign description in details. Next, the significance of campaign highlights the importance of our video campaign. Other than that, this report also describe about novelty and the uniqueness, as well as the benefits of the video campaign. Moreover, objectives, methodology, and potential commercialization is also highlights in this report.

Keywords: Phishing; Fraud; Scam



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1. INTRODUCTION

Phishing has been one of the prominent techniques used by cyber attackers to defraud people and organizations. According to proofpoint (2020), about 65% of organizations in the united states of America experienced a successful phishing attack in 2019. These are devastating statistics since phishing exposes people's sensitive data which can result in financial defrauds and identity theft. Therefore, creating awareness on this vice is very critical individuals and to organizations. And, IT and security team's new toy or piece of technology isn't a phishing awareness campaign, to start (although there is a technology component). Second, a phishing awareness campaign is not a method to trick or play games with people, "gotcha" with reckless workers, even though it will make them aware of their mistakes. In addition, a phishing awareness campaign is an educational project that teaches staff members how to defend the business and themselves online. It is, in essence, a programme to increase people's motivation and boost awareness of phishing hazards.

2. METHOD & MATERIAL

For this project we are using Capcut as a method to capture our video. Capcut is a feature-rich video editor that is mobile-friendly and has a full video editing suite that is perfect for editing short-form content. Speed control, frame-by-frame splitting, reversing video, a music library with sound effects, and mood-based soundtracks are some of the features. suitable filters and effects for TikTok. User also can make amazing videos using CapCut, a free all-in-one video editing programme, it's simple to use, it's now simpler than ever to cut, reverse, and alter peace. Next cap cut also high calibre. Users have access to advanced filters and faultless aesthetic effects, which provide a myriad of options. Then, capcut also can include top songs and sound effects. Means that, user access to a huge music collection and unique TikTok tunes. Besides, capcut also can include texts and stickers. Take full use of fantastic typefaces and popular trendy stickers to express yourself. The last features is effects. User can make art using a wide variety of visual effects.

3. FINDINGS

Phishing assaults cannot be stopped only through technological techniques. The solution to this problem is phishing knowledge. Users who have undergone phishing awareness training will be better able to recognise suspicious phishing efforts and report them, defending both themselves and the business against hackers, fraudsters, and other bad actors looking to cause disruption and steal from some organizations.

i. Reduce how often people click on links or open attachments in phishing emails.

The entire network could be compromised by a careless click. It is a continuous commitment to make sure personnel are aware of phishing schemes, how they operate, and how to spot and react to attacks. Phishing awareness gives people the chance to become familiar with and more resistant to the techniques employed in actual phishing assaults by simulating phishing efforts in a safe and controlled setting.

ii. Prevent Data Breaches

When fake phishing emails enter the people emails notifications, they will learn how to recognise them, so they won't fall for a genuine phishing scam. This implies that if people have developed a sense of suspicion, they are much less likely to click on a malicious attachment or URL.

4. DISCUSSION

The following is the discussion on importance of this video:

i. Create A Security Culture

Your employees' minds are kept constantly on cybersecurity thanks to ongoing awareness training and testing. You may promote a culture of security throughout your entire workforce by assisting employees in becoming informed about the subject and actively participating in it.

ii. Become Lawful and Obtain Insurance

Assuring a cybersecurity insurer that people take cybersecurity seriously and are making proactive efforts to lower your human risk levels will assist lower the insurance premium, and awareness training can also have an impact on the organization's security insurance claims which have big organizations to handle. As a result, people should be better equipped to recognize a genuine phishing attempt and are much more likely to alert their emails and personal data to any harmful content so that action may be taken before any harm is done

5. CONCLUSION

In conclusion, the purpose of this campaign video is to raise everyone's awareness of the dangers of email phishing. It's risky because it involves a lot of our crucial information, like credit card information. In addition, this campaign video provides a comprehensive explanation of phishing, including its definition, application, and more. It is impossible to prevent phishing attacks solely through technological means. Phishing knowledge is the answer to this problem. Users who have received phishing awareness training will be better able to identify suspicious phishing attempts and report them, protecting the company and themselves from hackers, fraudsters, and other bad actors who are trying to disrupt and steal from some organizations.

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