

# COVID-19 Awareness Training

Cyber criminals are constantly refining their phishing emails and trying new tactics — and keeping up can seem like a constant battle. These awareness materials provide timely, efficient training that's based on trending attacks identified by Proofpoint's world-class threat intelligence. It's an easy way to arm your end users against these ever-evolving cyber-attacks.

## WHY ARE COVID-19 ATTACKS IMPORTANT?

Attacks that leverage the COVID-19 crisis are on the rise. Scammers are taking advantage of current emergency situations by targeting mailboxes with malicious emails that look like legitimate awareness training or refunds for event cancellations. These phishing emails may use scare tactics to trick users into interacting with malicious links or attachments, or direct them to websites designed to steal their credentials. Any individual within an organization can be targeted.

This awareness campaign quickly shows users how to identify these types of malicious emails so that they can avoid being tricked by fake COVID-19 messages.

This document contains a suggested communication plan and resources to help you execute a successful campaign and raise awareness of this phishing threat. We encourage you to modify our suggested communications and adjust your plan to reflect your company culture, organizational structure, and budget.

## Campaign Plan

### Week 1

#### Pre-Launch Email for End Users

As the first step in your COVID-19 Awareness Training campaign, use our sample email copy to alert internal stakeholders, such as your end users, management, and IT personnel. These communications can help avoid confusion and drive awareness and engagement.

Copy and paste the following text into an email and send it to your end users.

**SUBJECT:** COVID-19 Awareness Training Campaign

*Be on the lookout for a current cyber-attack that tries to trick you by referring to COVID-19 (coronavirus). Attackers are sending fraudulent emails that look like legitimate awareness training or refunds for event cancellations related to the current crisis. These emails may appear to come from a reputable organization or person, but contain malicious links or attachments.*

*Here is a [link](#) to a brief video that helps you identify the attack and explains what to do if you see it.*

## Pre-Launch Email for Technical Staff and Stakeholders

Consider using the following text to communicate with stakeholders in technical, managerial, and executive roles.

**SUBJECT:** Defending Against Fake COVID-19 Emails

*Scammers are targeting mailboxes with malicious emails that refer to COVID-19 (coronavirus). These phishing emails may look like legitimate awareness training or refunds for event cancellations related to the current crisis. Interacting with these emails can give scammers access to personal or organization information such as usernames, passwords, bank information, and credit card numbers. Any individual within our organization can be targeted.*

*To protect our organization, we're rolling out an COVID-19 awareness campaign that quickly shows users how to identify and avoid being tricked by fake COVID-19 messages. End users will soon be receiving this [link](#) to a brief training video that helps them to identify the attack and explains what to do if they see it.*

## Week 1 Awareness Flyer

Print and display the COVID-19 Awareness Training flyer around the workplace (if appropriate) to teach users about COVID-19 phishing and remind them to report suspicious emails, reinforcing positive behaviors. You could also add the PDF to your intranet, share it via enterprise social channels, or display it on video screens and kiosks in the workplace.

The flyer can also serve as your primary means of raising awareness of COVID-19 phishing, if sharing the link to the video is not feasible at your organization.

*Note: The poster contains an example of a COVID-19-themed phishing email, but it can be customized if you wish to draw attention to a specific lure that your organization has been receiving if you are a Proofpoint Security Awareness Training customer licensed for the SAM Portal. Download the original art files from the [SAM Portal](#), then replace the lure images as needed.*

## Week 1 Awareness Video

The COVID-19 (Coronavirus) Phishing training video can be found in the Security Education Platform if you are a customer. Simply assign the video to users the same way you would with our other training. If you are not a customer, you can share the link to the video from Proofpoint.com: <https://vimeo.com/400415172>

## Week 2 Campaign Wrap-Up Email

Copy and paste the following text into an email and send it to your end users.

**SUBJECT:** Staying alert for COVID-19 phishing emails

*We hope you've taken a few minutes to learn about the current threat posed by COVID-19 phishing emails, using the poster and training video we shared with you last week. Thanks for your participation!*

*It's important to stay alert for this type of attack, both now and in the future. Scammers could target any individual within our organization, using convincing coronavirus phishing emails that look increasingly legitimate or personalized.*

*Thank you for your efforts to become a strong link in our security chain!*

## A Note on Additional Content

Proofpoint Security Awareness Training customers with a Security Awareness Materials license, can find more campaigns like this one, and a variety of other posters, flyers, infographics and videos to fit your organization's culture on our [SAM Portal](#).

## LEARN MORE

For more information, visit [proofpoint.com](https://www.proofpoint.com).

### ABOUT PROOFPOINT

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