



# Phishing Awareness Kit

Engage and educate your users  
about phishing attacks



# Proofpoint Phishing Awareness Kit 2022

## Introduction

### Phishing Awareness 2022 Kit

Do your users know what phishing is? Are they protected from dangerous phishing attacks, and would they know how to respond to them? To help protect them, [Proofpoint Security Awareness Training](#) is offering a free Phishing Awareness Kit. This helpful kit provides the tools you need to engage your users and turn them into a strong line of defense against [phishing attacks](#) and other cyber threats.

This Proofpoint Phishing Awareness Kit will help organizations educate their users on what phishing is, how to identify phishing tactics, and how to resist and report potentially malicious emails that can lead to breaches and data loss.

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## How to Use This Campaign

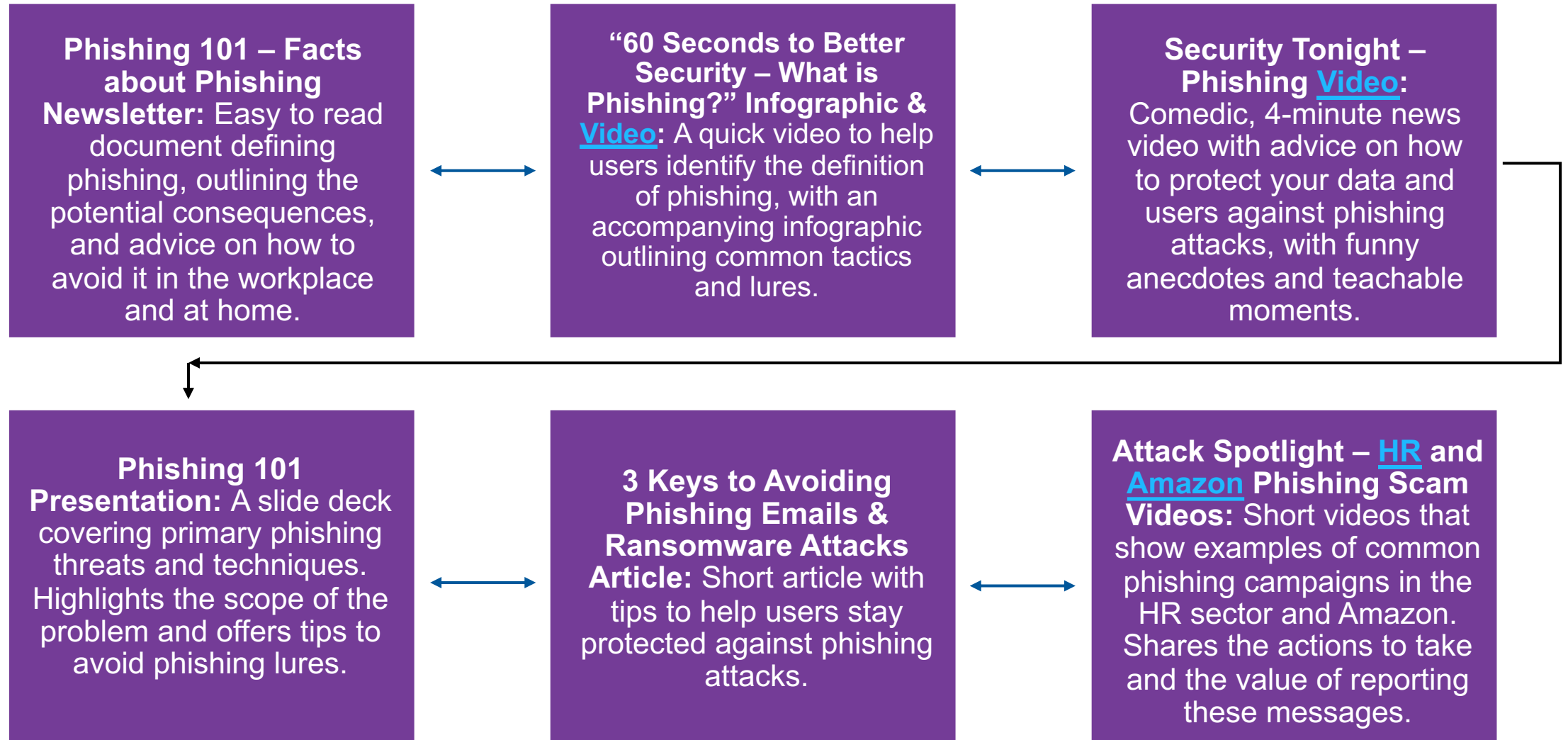
Employees trained in cybersecurity best practices are critical to supporting phishing defenses. To help organizations raise awareness of phishing tactics, we've curated a selection of free resources to support user recognition and reporting of phishes.



This ZIP file provides written, visual and video content that can be used throughout the campaign. You'll find descriptions and instructions on how to use the materials in Section 1. We've also developed a suggested communication plan and schedule (see Section 2). Here, you'll find guidance and tips for successfully and executing a phishing awareness campaign with the materials provided.

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## Available Resources



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## Suggested Program Plan

In the next few pages, you will find guidelines to effectively leverage this phishing awareness campaign in your organization.

In this template we provide a (3) week rollout of the Phishing Awareness Kit to help your users stay safe!

- **Week 1:** Launch the program with the following to define phishing and provide users with quick facts:
  - Phishing 101 – Facts about Phishing PDF
  - “60 Seconds to Better Security – What is Phishing?” Infographic and [video](#)
- **Week 2:** Expand education with anecdotes and actionable tips to avoid phishing:
  - Security Tonight: Phishing ([video](#))
  - Phishing 101 PowerPoint (presentation)
  - 3 Keys to Avoiding Phishing Emails and Ransomware Attacks (article)
- **Week 3:** Solidify phishing awareness by providing users with common examples from the real world:
  - Attack Spotlight: HR-related COVID Phishing ([video](#))
  - Attack Spotlight: Amazon Phishing Scams ([video](#))

We encourage you to review your challenges and adjust this suggested rollout to meet the needs of your organization.

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## Suggested Program Plan: 3 Weeks of Phishing Awareness

	Week 1	Week 2	Week 3
Emails	What is Phishing?	Identify Phishing Attacks and Know What to Do	Common Phishing Examples
Email Attachments/Links	<ul style="list-style-type: none"><li>• Phishing 101 – Facts about Phishing (PDF)</li><li>• 60 Seconds to Better Security – What is Phishing? (<a href="#">video</a> and infographic)</li></ul>	<ul style="list-style-type: none"><li>• Security Tonight: Phishing (<a href="#">video</a>)</li><li>• Phishing 101 (PPT)</li><li>• 3 Keys to Avoiding Phishing Emails and Ransomware Attacks (PDF)</li></ul>	<ul style="list-style-type: none"><li>• Attack Spotlight: HR-related COVID Phishing (<a href="#">video</a>)</li><li>• Attack Spotlight: Amazon Phishing Scams (<a href="#">video</a>)</li></ul>



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## Suggested Program Plan: Weekly Email Templates

Week 1	Week 2	Week 3
Phishing Campaign Launch	Identifying Phishing Attacks and Knowing What to Do	Watch out for Common Phishing Lures
<p><b>Subject: Cybersecurity Refresher: What is Phishing?</b></p> <p>The safety of our users and systems are keys to ongoing success. We are launching a 3-week Phishing Awareness Program to help you understand how attackers can use phishing tactics to attack you. This will enable you to learn the simple actions you can take to protect your organization from potential breaches and data loss.</p> <p>Each week, we will feature articles, videos, and posters to help you identify and report phishing emails. This week, we have a <b>PDF, video, and infographic</b> to introduce and define phishing. We hope you enjoy the program!</p>	<p><b>Subject: Spotting Phishing in your Environment</b></p> <p>For our 2<sup>nd</sup> week of Phishing Awareness, we have a <b>humorous video</b> to help you learn how what phishing can look like in the workplace, by sharing realistic anecdotes. Next, we'll provide you with an informative <b>PowerPoint presentation</b>, giving you a holistic view into the different components of phishing, along with examples. Once you understand what phishing is and what it looks like, we'll share an <b>article</b> with you that includes the top 3 ways to avoid phishing and its consequences. Enjoy the video and presentations this week, and we will send you the final edition of content for our Phishing Awareness Program next week.</p>	<p><b>Subject: Phishing in the Real-World</b></p> <p>This is our final promotion and content for our Phishing Awareness Program, which highlights common phishing attacks seen in the real-world, both in the HR sector and Amazon. These <b>short videos</b> review how to spot and avoid these phishing emails, and what to do about them to keep other safe as well.</p> <p>Thank you for your support and participation throughout these past few weeks. We hope that you're more vigilant the next time you see a phishing attack, and that you feel prepared to know the right actions to take.</p>

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