

# EMAIL VS SOCIAL

WHERE YOUR EMPLOYEES ARE BEING ATTACKED



Every Chief Information Security Officer (CISO) on earth can answer the question, "who is your email security provider?" However, very few can do the same for social media, which has become the premier way for adversaries to target your organization. Social has exploded on the world stage as the most vibrant and dynamic means of human communication – and also one of the most dangerous. As social media continues to grow, security must grow with it.

**IT'S TIME YOUR CISO TOOK A SERIOUS LOOK AT SECURING SOCIAL MEDIA.**

EMAIL

SOCIAL

## AVERAGE TIME SPENT DAILY

\*According to the Wall Street Journal

**29**

MINUTES SPENT ON EMAIL

**37**

MINUTES SPENT ON SOCIAL

OPEN

**11**

% OPEN UNSOLICITED EMAILS

## DO YOUR EMPLOYEES TRUST IT?

\*According to Norton

ACCEPT

**36**

% ACCEPT UNKNOWN FRIEND REQUESTS

## WHERE DO THEY EXPERIENCE CYBERCRIME?

\*According to McAfee

**14**

% OF EMPLOYEES EXPERIENCE CYBERCRIME VIA EMAIL

**22**

% OF EMPLOYEES EXPERIENCE CYBERCRIME VIA SOCIAL

## GLOBAL COST OF PHISHING PER YEAR

\*According to RSA

**1.7**  
BILLION

**1.2**  
BILLION

AND RISING FAST

## WHICH IS THE MORE COMMON METHOD?

\*According to Cisco

**1,000**

EMAIL-BASED ATTACKS OVER A 6 MONTH PERIOD

**10,000**

SOCIAL MEDIA-BASED ATTACKS OVER A 6 MONTH PERIOD

## DOES YOUR ORGANIZATION HAVE VISIBILITY?

**YES**

**NO**

## WHO ARE THE VENDORS?



ZeroFOX protects modern organizations from the dynamic risks of social media and digital channels. Recognized as a Leader in Digital Risk Monitoring by Forrester, ZeroFOX's cloud-based, SaaS platform processes millions of posts and accounts daily across the social landscape, spanning Facebook, LinkedIn, Twitter, Instagram, Google+, YouTube and more.

To learn more about how to protect your organization from social media attacks, visit:

**ZEROFOX.COM**