

# Clickbait

AKA, the tactics scammers use to make your click.



## Urgency

Scammers will add urgency to phishing attempts hoping you'll click based on fear or panic.

## Curiosity

Scammers will appeal to your natural sense of curiosity, hoping you'll click based on your need to know.

## Authority

Scammers pretend to be a "trusting" authority figure to encourage you to click.



Stay aware of the common signs of clickbait in your emails, SMS and social profiles to protect yourself and your organisation from a phish.