

No	topic	Possible letter of motivation / content	comment
1	Private surfing behavior during working hours	<p>Due to the increased work from home, our organization evaluated the private surfing behavior of employees for the purpose of a productivity study. The individual evaluation is available under XXX.</p> <hr/> <p>We have identified 3 violations of our Internet Policy in the past month. Under XXX you can log in to view the website views. Among other things, the categories "Leisure, News" & "Social Media" were called up very frequently</p>	You would clone the IT partner's or customer's website and create a Windows login on it. On the account page you could add an Excel macro that motivates the user to activate the macro ("To see the statistics, please activate the macro")
2	List of employees who have a risky profile	Hello XXX, From an internal risk analysis, we have identified employees who do not comply with the regulations for dealing with email and the Internet. (list attached or link)	The email would be sent by the IT manager or security manager to the CEO or CISO and the victim is in the BCC. SO it appears to the recipient as if he is accidentally listed as a recipient and will probably click on the link out of curiosity.
3	Employees who have made special achievements	Hello XXX We have identified a few employees who have achieved special achievements this year in addition to the target achievements (list in the appendix with macro or link)	Like # 2: The victim is on BCC
4	awareness training	We have a new awareness platform for phishing training . Please log in with Windows Login and complete the first course on phishing by XXX at the latest!	A common spear phishing attack is to misuse the topic of awareness as phishing. You can train the employee not to click on unknown links
5	Better wage?	HR makes a wage comparison study available to employees in an authenticated area...	One would clone the company's website, insert a Windows login and provide an Excel with a macro in the authenticated area
6	Working remotely	IT provides a new portal that allows you to work more securely from home. All business-relevant applications can be accessed from anywhere. Please register by XXX	Again, a clone of the website or an existing registration portal. For example, portal- domain.com can be used as a domain .
7	New webmail access	<p>Because of the switch to a new webmail solution, employees should register under XXX. If you don't do this in time, you may lose emails...!</p> <hr/> <p>Our corporate communications must be better protected in the future. We</p>	The new webmail access must contradict the existing one. If Gsuite is used, Office365 can be used, etc.

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		therefore ask you to register under YYY by XX in order to gain access to our secure email solution	
8th	New policies to download	<p>Covid is changing the way we work in the long term. For this reason we are providing you with new guidelines/information in a secure area at XXXX</p> <hr/> <p>Our policies regarding the use of email and the Internet have changed. You must agree by xxx under the XXX link.</p>	You don't have to make the connection to Covid. You could create any letter of motivation in which you communicate new guidelines (policies) as a link (new guidelines for holidays, overtime, working from home, etc.)
9	competitions that fit the context	<p>To support home office, new iPad professional and iPhone 12 are given to employees free of charge on our XXXX page</p> <hr/> <p>Matching Blackfriday we are selling XXX cheap YYY. Please register here</p> <hr/> <p>Halloween Special: We designed this great coffee mug together with our advertising partner. Anyone can get these for free. Register here...</p>	The idea of competitions or giveaways usually works relatively well. But you have to be careful not to leave too many disappointed employees behind if you really do carry out such actions internally
10	You've already been hacked!!	Employees also use their business email to register on external platforms, which unfortunately are often hacked. An external company researched stolen data on the Internet for us and their user or name appeared. Under xxx you can see which account it is.	There are many variations of this scenario. Messages telling the user that money has been debited from their credit card, the phone has run out of credit, an order to Nigeria has been placed on the victim's behalf, etc. are typical examples of scams .
11	The employee may register on the company social Present the media side from its good side	Many employees have connected to our organization on LinkedIn , Xing and also on Facebook . In order to ensure a uniform appearance towards customers and partners, we started a platform together with the partner XXX, where a personal profile was created for each employee. This will be live until XXX. You can check/edit your details under xx yourself	Instead of phishing the user's personal LinkedIn account you can also pretend to set up a company social media page where every employee gets their own profile. And to log in, you can then query company logins.
12	Are you using a strong password?	We have noticed that many employees use insecure passwords. Please use our internal tool under XXX to check whether your password meets our requirements.	

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13	Is HR satisfied with our services? General HR phishing	<p>Under XXX, HR now offers an individual evaluation system under which every employee can see the degree of target achievement.</p> <hr/> <p>We have joined the employer rating platform XXX and would ask you to rate us with one click as well. The most positive rating is "xxx" / The most negative rating is "YY". Click here to read more</p> <hr/> <p>Check HR master data: Please log in under XXX to validate your current employee master data and find out whether you are entitled to our internal bonus programs</p>	
14	new technologies	For internal communication we will use Teams, Webex , Slack , WhatsUp in the future Etc etc. a. Please register by XXX at the latest using this link	