Red Herring
Phishing Awareness

What is RedHerring?

RedHerring is a Phishing awareness product developed by the San Diego County Office of Education (SDCOE) with school district employees in mind. Phishing has become a huge issue in the recent years having shot up almost 600% since the start of the pandemic in 2020. SDCOE created RedHerring to test users and make them more aware of what Phishing is and helping them understand the signs even if they fail. At LACOE, we provide different guides and demos to help you better understand the product and how to use it to it's full potential.

What is Phishing?

Phishing is one of many types of cybercrimes in which an attacker contacts a victim through email, phone, or text, pretending to be a trustworthy individual, to obtain sensitive information or data, such as log in username and passwords. Phishing attacks will usually ask for information such as:

- Date of Birth
- Social Security Number
- Phone Number
- Credit Card Details
- Bank Details
- Username and Password

RedHerring Features

Campaigns:

Campaigns allow organizations to test staff by sending emails over a period of time or all at once. Campaigns can be customized to use custom emails and landing pages. It features a quick and easy form to fill out and begin the campaign.
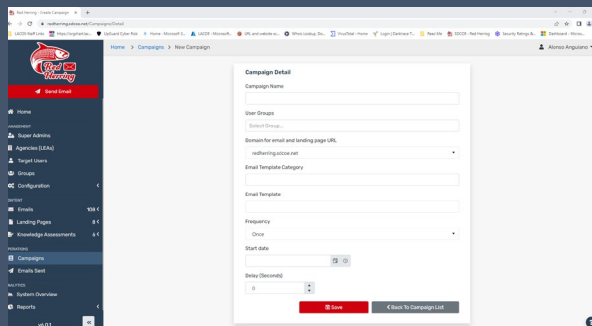
Email Template Library:

Choose from the library of email templates for various phishing emails such as spear phishing, social engineering, spoofing, online scams, and credential harvesting.
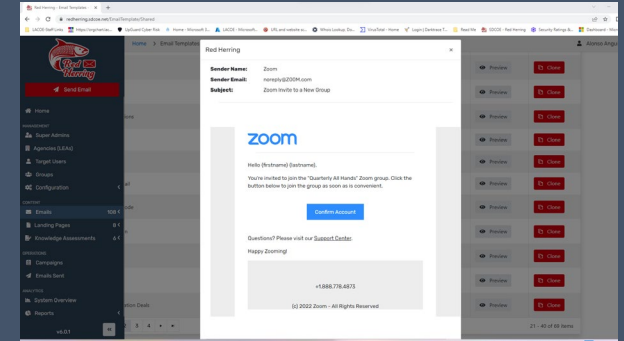
Advanced Metrics:

Our metrics allow you to see which users clicked on a phishing link and dive into the history of a particular user or group of users. These metrics will later include which users attempted to log in to a simulated phishing site, viewed a training video, and/or completed the optional awareness quizzes. Metrics also allow for report generation to present data to staff and board members.

If there are any questions or concerns about the product, please contact us.
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