

# Project Overview: D Carey Services



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| <b>Company:</b>  | D Carey Services  |
| <b>Industry:</b> | Information Technology  |
| <b>Scope:</b>    | Email alerts, social media campaign, & informative videos   |
| <b>Message:</b>  | Stay aware of modern security risks to protect your business  |
| <b>Audience:</b> | Business owners and professionals, existing clients   |
| <b>Problem:</b>  | D Carey Services is a IT management company that serves small to medium businesses. After a ransomware attack on a client, the company decided to make other clients more aware of the most common cyber risks. |

The campaign, which began with an email, followed by a series of videos, and a parallel social campaign, provided clients with the knowledge to avoid common pitfalls.

As a result, D Carey Services has a much more informed client base with whom they are able to partner in the prevention of cyber crimes.

# Email alerts to inform clients of threats

The awareness campaign launched with an email letting clients know about the increase in cyber risk.

55.3% of clients opened this email.

Security Alert - Ransomware

[View this email in your browser](#)



## Security Alert!

As many of you have recently seen in the news, there has been a dramatic increase in infections from a particularly nasty piece of malware, commonly referred to as, "**Ransomware.**" This malware is not new, but it has morphed over time. It has gotten more complex, dangerous, and challenging to defend against. The basic premise of the malware is to inject code into a vulnerable system, encrypt data, and then extort you for money to obtain the decryption key (Which you should absolutely NOT do.)

**Please continue reading to learn about how you may protect your valuable data.**

There are many threat vectors (infection sources and delivery methodologies) to be aware of. Here's a quick list to consider:

- **E-Mail spam** (Even if you know the sender... they may be unknowingly spamming you from a compromised e-mail account or computer. Call them and ask.)
- **Phishing attacks** (Avoid clicking on links within e-mails. It is better to go to the company website directly to find the information. Additionally, if you receive a message from a sensitive institution such as a bank or government agency, it is better to contact them directly via telephone to check whether or not the request is legitimate.)
- **Compromised websites, blogs, social media sites, etc...**



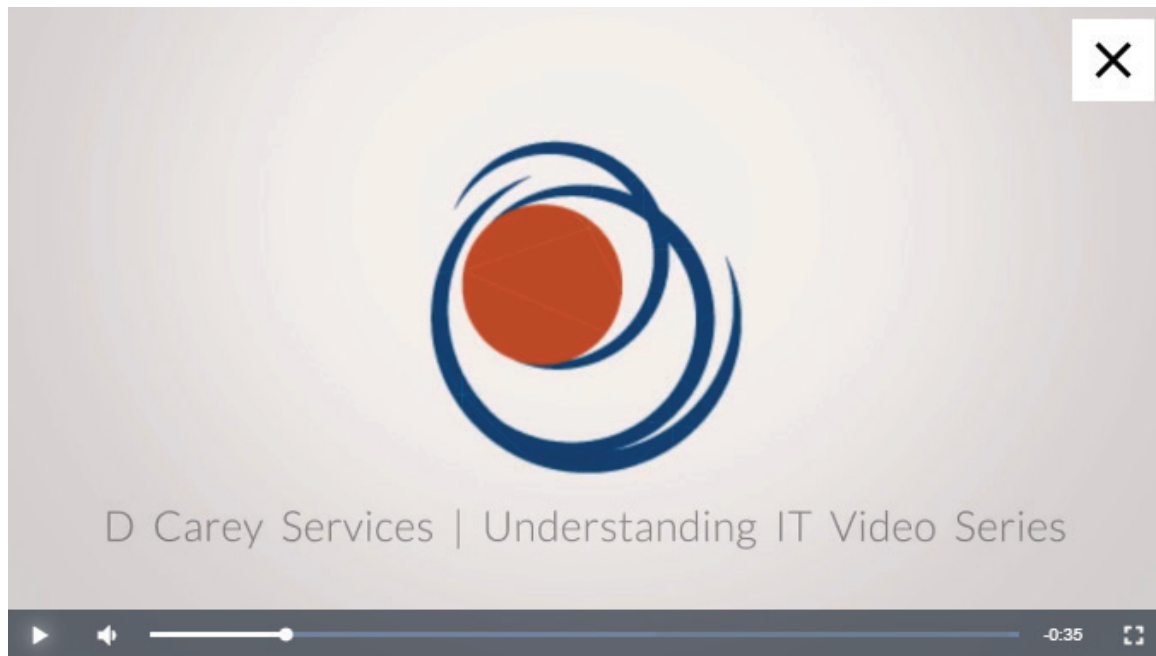
D Carey Services partners with clients to build effective systems that meet your IT business needs. Servicing small-to-medium sized companies looking to outsource or augment IT support, we work with you from design to implementation to ensure that your systems are effective and intelligent.



## Video series: Digital Villains

The email alert was followed by a series of videos to be distributed within each organization explaining the most common types of crime and how to avoid them.

## Branding the video series



Branded series increased credibility and built trust while making the message personal rather than generic.

# #DigitalVillains social media campaign

#DigitalVillains

## Malvertisements

are fake advertisements, delivered through networks like Google and Facebook, to propagate malware, ransomware, and other scams such as redirection to phishing pages and landing pages hosting exploitive materials.

[www.dcareyservices.com](http://www.dcareyservices.com)



D Carey Services

Published by Hootsuite [?]

Like This Page · June 26, 2017 ·

Which #digitalVillains are causing the biggest problems for businesses?

Tag Photo Add Location Edit

Like Comment Share

3

Write a comment...

People You May Know

See All



Todd Scott

23 mutual friends

Add Friend

A social media campaign with definitions and statistics reinforced the importance of partnering with IT team to combat cyber crime.

#DigitalVillains

# Phishing

is the fraudulent practice of sending emails alleging to be from reputable companies in order to trick you into revealing personal information, such as passwords and credit card numbers.

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#DigitalVillains

## Should you worry about Phishing?

**Be Alert:** The number of phishing emails containing a form of ransomware grew to **97% during 2016.**



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## #DigitalVillains social media campaign

The social campaign was launched concurrently with the video series to echo the message across all communication channels.

#DigitalVillains

**A virus is a piece of code**  
that is capable of copying itself and typically has a detrimental effect, such as corrupting the system or destroying data.

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The email alerts, video series, and social media campaigns were extremely well-received by clients.

D Carey Services received numerous compliments on the materials and noted several instances where dangerous emails were stopped before causing problems in clients businesses as a direct result of the information shared in this campaign.

