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CYBERSECURITY AWARENESS MONTH

CAN YOU SPOT A FAKE

October 2022

Results. Guaranteed.

BREAKING

FAKE NEWS FACTS

- People are paid to post and 'like' fake news stories.

- Anyone can create a fake Social Media account and make false statements online.

- Agenda driven propaganda can quickly influence politics, markets, and reputation.

- Fake news is created to change people's beliefs, attitudes, or perceptions, so they will ultimately change their behavior.

- Fake News is a false narrative published and promoted as fact.

- Automated programs and bots are designed to rapidly spread fake news.

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FACT CHECK-UP
DO YOUR DUE DILIGENCE AND VALIDATE THE FOLLOWING:

Credible Author – Research the author, agenda, and validate that they are a real person.

Sources – Check the referenced sources cited within. Are they credible?

Multiple Perspectives – Consider diverse sources, such as news from different countries or different authors.

Date Check – Make sure that the date is recent.

Comments – Comments can be auto-generated by bots or by people hired to promote confusing, or false information. Validate the people making comments are real.

Paid Advertising –Check to see if the article is funded, and if so by whom.

THINK BEFORE YOU SHARE

Fake news can only continue to spread if you repost, retweet, or forward false information.

If you're not sure if an article, photo, or video is real, think twice or hold off on sharing it with others.

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THE FACTS...

DEEPFAKES EXPOSED

Deepfakes are artificial images and sounds edited together with machine-learning algorithms. A deepfake creator uses deepfake technology to manipulate media and replace a real person's image, voice, or both with similar artificial likenesses or voices.

The purpose is to deceive viewers that something was said or happened that never occurred, often to spread misinformation and for other malicious purposes.

DID YOU KNOW?

43%
increase in malicious deepfake attacks since 2019

85,000+
deepfake videos were identified in 2020 with a prediction to double in 2021

7%
of deepfake videos are made for comedic purposes

DEEP FAKE

IN BUSINESS

Deepfakes can be used to extort businesses. Here's a few examples of how deepfakes are being used:

- Audio 'skins' are used to pretend the person on the other line is an executive such as a CEO asking an employee to send money.

- Extortion scams for ransome.

- Competitors use deepfake content for reputational damage.

- Identify theft to commit financial fraud.

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HOW TO SPOT A DEEPFAKE

- ✓ Unnatural eye movement and lack of blinking.
- ✓ Unnatural facial expressions. Facial morphing.
- ✓ Unnatural hair.
- ✓ Abnormal skin colors. Face tone vs.body tones.
- ✓ Unnatural body shape.
- ✓ Awkward head and body positioning.
- ✓ Odd lighting or discoloration.
- ✓ Bad lip-syncing. Robotic-sounding voices.
- ✓ Blurry or misaligned visuals.

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THANK YOU

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Stay Cyber Safe.