

Email 2. Phishers target people at universities

Customize this email with your unit's branding and name, and incorporate your own messaging as needed.

Previews day before to: Send a preview to your local help desk and/or IT support staff—anyone who might get questions and need to know about this email before it is sent.

Date to be sent: x

To: x

From: x

Subject: Phishing Facts: Criminals target universities

Hello <unit name> faculty and staff,

You may not think you have much in your computing account that a phisher could want, but you do. Your U-M account provides access to valuable services and resources. You have a responsibility to protect it.

Scammers regularly send phishing emails—in which they impersonate trusted U-M leaders and experts—to faculty, staff, and students at universities—including the University of Michigan. They target members of university communities.

How and why universities are targeted

What's so valuable about your U-M account? How do scammers get the information they need to impersonate your boss?

- **Check out this webpage:** [Scammers Target Universities with Phishing](#)
- **Print and post this flyer:** [Phishers Target U-M](#)

Watch for another **Phishing Facts** email soon with information about how to spot spoofed emails—those where the sender address has been forged or is misleading. Thanks for all you do to protect your colleagues and the U!

<signature>

