Phishing is a method through which bad actors attempt to gather personal information – including usernames, passwords, credit card numbers and more – through malicious email links or attachments. More often than not, phishing messages follow a standard framework that can be easy to spot if you now what you’re looking for. Here’s a look at the anatomy of a typical phishing email...

**Random capitalization**

Official emails will never use all caps for the University’s name.

**Urgent subject line**

Phishing emails try to create a sense of fear and urgency. Official emails typically do not.

**Out of context sentences**

This phrase does not make sense in the context of the email, particularly one with a sense of urgency.

**Bad grammar and odd phrasing**

This entire paragraph illustrates language mistakes common when emails come from outside the United States.

**Bad links**

Hover your mouse over a link to see the target destination. If you see a long, strange link that doesn’t look familiar, it’s probably phish.

---

Thank you for being part of THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL webmail Services. We’re excited to contact your email!

**What to do now!**

We are currently updating our UNIVERSITY of NORTH CAROLINA at CHAPEL HILL services, due to this upgrade we sincerely call your attention to follow below link and reconfirm your UNIVERSITY of NORTH CAROLINA at CHAPEL HILL email account details.

[Click here to reconfirm your email account](#)

Thank You