

# IS IT LEGIT?

## Spotting Fake Social Media Accounts



Social media is a great way to connect with friends and family, as well as stay up to date on topics of interest.

Unfortunately, not everyone online is who they say they are. They might not even be real human beings!

There are lots of fake accounts flooding different social media platforms. They might be scams or sharing misleading or false information.

They might even be automated “bots” designed to instantly react to posts and spread misinformation. AI has made it even easier to create fake images and accounts online.

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Here are some tips for spotting potentially fake social media accounts:

## Profile Image

- Profile picture is the platform's default
- Stock image or stolen image

*Most web browsers allow you to right-click on an image to perform a reverse search to find the source of that image.*

## Followers

- Few or no followers
- Following an extremely high number of accounts

## Content

- Incomplete profile
- Repeated or generic replies to posts
- Odd use of numbers and letters in username

If you come across a fake account, be sure to use that platform's report feature.



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