



Identify fake accounts



A definition

Fake accounts are profiles created to pursue different scopes, such as spying and stealing information, scamming and making frauds, and taking advantage emotionally and/or sexually of other persons.



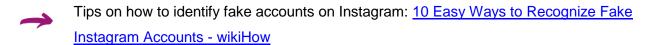
Why is this important?

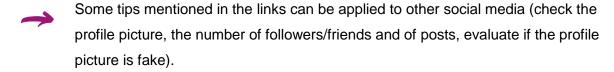
In the 2nd quarter of 2022, <u>TikTok</u> reported that it removed 33.6 million fake accounts, while in the 4th quarter, <u>Facebook</u> took action on 1.3 billion fake accounts. <u>Instagram</u> has an estimated 95 million fake accounts. Such accounts can represent a threat to both adults and children as they could be used for frauds, stalking or spam for example. That is why it is very important that they start developing skills to recognise and identify them from an early age.



Tips and tricks







In the case of predators approaching you with standard messages or compliments, block them. In any case, take action: if you identify fake accounts, report them to the social media platform.



Useful resources and tools



Isabel Romero on Metricool, <u>Fake profiles on Social Media: how to detect them</u> (metricool.com), share various tips to identify fake accounts.



European Commission, <u>The 2022 Code of Practice on Disinformation | Shaping Europe's digital future (europa.eu)</u>, adopted the 2022 Code of Practice on Disinformation.

