



# 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 2<sup>nd</sup> quarter of 2022, [TikTok](#) reported that it removed 33.6 million fake accounts, while in the 4<sup>th</sup> quarter, [Facebook](#) took action on 1.3 billion fake accounts. [Instagram](#) 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

- ➔ Tips on how to identify fake profile of official accounts: [Four steps to identify fake accounts on social media \(santander.com\)](#)
- ➔ Tips on how to identify fake accounts on Instagram: [10 Easy Ways to Recognize Fake Instagram Accounts - wikiHow](#)
- ➔ Some tips mentioned in the links can be applied to other social media (check the profile picture, the number of followers/friends and of posts, evaluate if the profile picture is fake).
- ➔ 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, [Fake profiles on Social Media: how to detect them \(metricool.com\)](#), share various tips to identify fake accounts.



European Commission, [The 2022 Code of Practice on Disinformation | Shaping Europe's digital future \(europa.eu\)](#), adopted the 2022 Code of Practice on Disinformation.