



Fake Ads

#FakeAds #FAD #ForFakeSake

Campaign Overview

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Social media pack

#FakeAds #FADs #ForFakeSake #FFS #ScamAware
#CyberMonday #BlackFriday

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Fake Ads Social Media Campaign

Partner with Consumer Friend to educate and protect consumers from scams, counterfeit products, and fake adverts during Black Friday and Cyber Monday. Launching Friday 15th November and running until Monday 9th December.

Key message fake ads flood social media during the shopping season. Support consumers on learning how to spot the red flags to avoid losing money and data.

Hashtags to use:

**##FakeAds #FADs #ForFakeSake #FFS #ScamAware
#CyberMonday #BlackFriday**

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Fake Ads Social Media Campaign

Key information:

Fake ads are increasingly used by criminals posing as legitimate brands or sellers, leading consumers to pay for products that don't exist or are counterfeit. These ads often appear in the form of:

- **Phantom ads** - for products that aren't real
- **Hijacked ads** - where criminals duplicate legitimate ads with fake contact details, and;
- **Bait-and-switch** - tactics that promote one product but deliver something inferior or unsafe.

Fake ads can lead to financial loss, poor-quality products, and in some cases, support criminal networks. Knowing the signs can help consumers avoid these traps and shop safely.

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Fake Ads Social Media Campaign

To avoid becoming a victim of a fake advert, watch out for these common warning signs:

- 1. Check the website and URL:** Fake ads often link to websites with unusual URLs, misspelled brand names, or extra symbols. Look for secure indicators like "https://" and always verify the site's legitimacy before entering any payment information.
- 2. Beware of unrealistic discounts:** If an ad offers massive discounts that seem too good to be true, it likely is. Scammers use extremely low prices to lure buyers quickly—cross-check prices with the official brand website to confirm authenticity.
- 3. Check for red flags in the ad quality:** Real brands use high-quality images, professional language, and accurate details. Ads with blurry images, poor grammar, or urgent language pushing you to “buy now” are likely fake.

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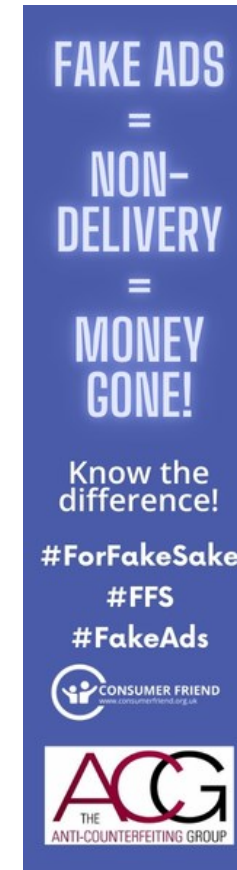
Assets

Or as website banner pictures or animations:

All assets are available as Square images or animations:



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You can download higher quality images here:

[Dropbox asset link](#)

Please link images or animations to the Consumer Friend blog:

<https://www.consumerfriend.org.uk/blogs/forfakessake>





SOCIAL MEDIA IS UNDER ATTACK BY FAKE ADS!

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

Fake ads are all over social media! If you click and buy, you could lose your money, your information will be sold on and you won't get what you've paid for.

#FakeAds #ScamAware
#ForFakeSake #FFS

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SOCIAL MEDIA IS UNDER ATTACK BY FAKE ADS!

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

Black Friday is coming! Beware of fake ads! 🎯 Protect your money and personal info.

**#FakeAds #ScamAware
#BlackFriday#ForFakeSake #FFS**

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SOCIAL MEDIA IS UNDER ATTACK BY FAKE ADS!

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

😬 Watch out! Criminals use high discounts to lure you in.

**#FakeAds #BlackFriday
#ScamAware#ForFakeSake #FFS**

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BEWARE OF FAKE ADS

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

A staggering 84% of social media users have encountered fake ads, and one-third have been a victim to these scams at least once

#ForFakeSake #FFS #FADs

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BEWARE OF FAKE ADS

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

Not all ads are what they seem!
Learn to spot fake deals this
shopping season to keep your
money safe. 🛒

**#FADs #ForFakeSake
#CyberMonday#FFS**

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BEWARE OF FAKE ADS

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

Red flag alert! 🚩 Ads with poor image quality or odd grammar may be fake. Stick to trusted stores and brands!

#ForFakeSake #FFS #FADs

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**FAKE ADS
=
NON-DELIVERY
=
MONEY GONE**

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

Verify Before You Buy. Think twice before you click! [Check a Website](#) and verify before you buy, protect your money and personal information.

#ForFakeSake #FFS

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#CyberMonday#FFS**

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FAKE ADS
=
NON-DELIVERY
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MONEY GONE

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

If you see an ad with unrealistically low prices, ask yourself would a legit store REALLY sell that low? Protect your money 🙄

**#ScamAware #BlackFriday
#FakeAds#ForFakeSake #FFS**

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**\$2,000,000,000,000
PROFIT
FROM COUNTERFEIT
GOODS**

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

Estimates from Interpol suggest that organised crime profits from counterfeits are as high as \$2 trillion worldwide.

**#FakeAds #ScamAware
#ForFakeSake**

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**\$2,000,000,000,000
PROFIT
FROM COUNTERFEIT
GOODS**

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

Spot a scam ad? Report it to [Action Fraud](#). Protect yourself and others!

**#ScamAware #ForFakeSake
#FFS**

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**\$2,000,000,000,000
PROFIT
FROM COUNTERFEIT
GOODS**

#ForFakeSake
#FFS
#FakeAds
Know the difference!



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Suggested text:

Top tip Check the URL before you click! Fake sites often use URLs that look legit but have slight spelling changes. 🔍

#ScamAware
#CyberMonday#ForFakeSake
#FFS





**\$2,000,000,000,000
PROFIT
FROM COUNTERFEIT
GOODS**

#ForFakeSake
#FFS
#FakeAds
Know the difference!



Suggested text:

When you see a deal, double-check the URL! Look for HTTPS or use a trusted site-check tool to be sure. [Check a Website](#) and verify before you buy.

**#ScamAware
#CyberMonday#ForFakeSake
#FFS**

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Other posts

- Shop smart, shop safe! Use tools like [Check a Website](#) and verify before you buy to check if a website is trustworthy. Don't get scammed! **#FADs#CyberMonday#ForFakeSake#FFS**
- Research before you click! Criminals set up fake pages that disappear quickly after a sale. **#BlackFriday#FakeAds#ForFakeSake#FFS**
- Before you buy, search the brand's official page and verify the deals there. Fake accounts are all over social media! **#ScamAware#CyberMonday#ForFakeSake#FFS**

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Other posts

- See a fake ad? Report it! 📢 On Facebook or Instagram, use 'Report Ad' to protect others too! **#ForFakeSake #FFS#ScamAware#CyberMonday**
- Almost scammed? Share your story with us! It might help someone else avoid the same thing. 💬 **#FakeAds#FADs#CyberMonday#BlackFriday**
- Report and protect! Did you know reporting fake ads actually helps prevent them? **#FFS#ForFakeSake#ScamAware**

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For more information or to talk to us about this or any other campaign please contact us.

info@consumerfriend.org.uk

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