THE ANATOMY OF A FRAUDULENT SOCIAL ACCOUNT

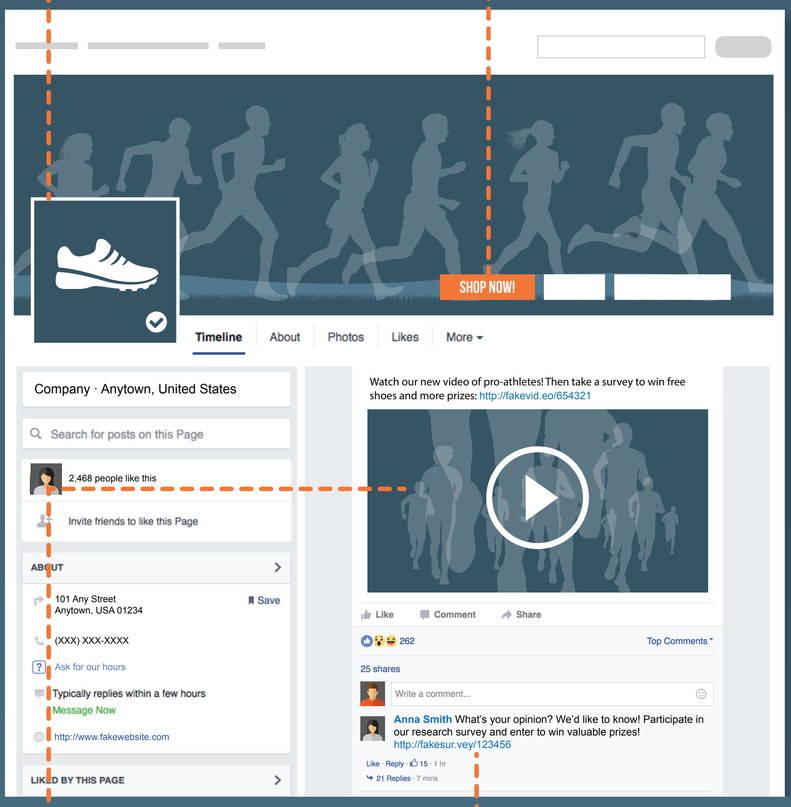
Cyber criminals create thousands of fake branded social media accounts every year. They use these fraudulent accounts to steal your customers' information, distribute malware, spread propaganda, and damage your brand. It's up to you to protect your company and your customers by discovering and removing fraudulent accounts on social media.

BRAND FRAUD

Fake accounts are among the most common social media security challenges for enterprises. Attackers create fraudulent accounts using your brand logo and elements. Some even add fake "verification" checkmarks to their profile pictures.

COUNTERFEIT PRODUCTS AND SERVICES

Some fraudulent accounts not only mimic your brand, but also sell knock-off or stolen versions of your product or service. This undermines your brand's equity and directly affects your revenue.



SCAMS

Many brand imposters create social presences that prey on your customers' desire to get a good deal. Fake discounts or offers lead to sites that collect credit card information for bogus services or fraud. These scams damage customer relationships and tarnish your brand.

MALWARE

Attackers can leverage the popularity of your brand to distribute malicious links that infect your customers' computers with malware such as ransomware, keyloggers, and botnets. Fake brand pages filled with risky links not only hurt your customers, but also damage your brand.

FOR YOUR BRAND, REPUTATION IS EVERYTHING.

Some fake accounts may not be overtly malicious. But they can still hurt your brand by posting unauthorized, annoying, or offensive content that appears to be coming from your company. Here are a fewtypes of fake accounts that fall into this category.

ADVERTISING

Over half of fraudulent social pages are created solely to generate advertising revenue. Enterprising fraudsters use your brand identity to trick followers into visit junk websites, which spam them with advertisements or download adware onto their computers.

PROTEST

Political groups and satirists may imitate your brand to embarrass or threaten your company and your customers. These attacks erode the goodwill you've worked so hard to create. While some social media activism is legitimate, other protest pages escalate from rhetoric to direct threats. Monitoring these pages is critical to protecting to your employees and facilities.

PORNOGRAPHY

Many fraudulent social media pages use your company's popularity to distribute adult content that reflects poorly on your brand. This offensive violation of your professional image drives customers away.

Visit go.proofpoint.com/fraudulent-social-accounts to learn how Proofpoint can give you the tools you need find and remove fraudulent accounts that threaten your customers and brand.

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