



Fake Social Media Ads

One large source of online purchase fraud has been false advertisements posted on social media sites, particularly Facebook and Instagram. While many ads are legitimate, there are plenty of fake ones. Fraudsters post copycat ads of well-known retailers or promise lower prices on scarce items to rope in victims. The scammers request money through cash applications such as Zelle, Venmo or Cash App that cannot be recovered when victims receive nothing or encounter bait and switch schemes where they receive a counterfeit or completely different product than they ordered. Research the merchant, check for retailer authenticity, and avoid fake reviews. In today's economy, a price or offer that seems too good to be true is more likely a scam!