

Fraudsters Targeting Social Media Influencers



Be Aware

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The National Fraud Intelligence Bureau has received intelligence to suggest that fraudsters are contacting social media influencers, based in the UK and abroad, offering them the opportunity to market a bogus product, service or investment opportunity.

Fraudsters will present professional and credible pitches to the social media influencers and try to convince them to feature the opportunity for a fee on their social media profiles in order to entice unsuspecting followers of the influencer to sign up or make a purchase.

Additionally, fraudsters are using the names of well-known public figures, implying that their opportunity or product is endorsed by the figure when it is not.

The public should be aware that any apparent endorsement by celebrities, influencers or personalities does not necessarily mean that an investment, product or service is genuine. The public is urged to exercise a cautious approach to any such offer of investment, product or service with the same caution they would at any other time.

What you need to do

- **If you are purchasing goods from a company you don't know and trust, carry out some research first, or ask friends or family for advice before completing a purchase.**
- **Professional-looking websites, adverts or social media posts do not guarantee that an investment opportunity or product is genuine. Criminals can exploit the names of well-known brands or individuals to make them appear legitimate.**
- **Avoid paying for goods or services by bank transfer unless you know and trust the person or company. Payments via bank transfer offer you no protection if you become a victim of fraud. Instead, use your credit card or payment services such as PayPal as they offer you greater protection if you become a victim of fraud.**

For more information about how to protect yourself online, visit
www.cyberaware.gov.uk and takefive-stopfraud.org.uk

Every Report Matters

If you have been a victim of fraud or cyber crime, report it to us at Actionfraud.police.uk, or by calling 0300 123 2040.