

BEWARE OF DIGITAL ADVERTISING FRAUD!

You should know about...

# FACEBOOK AND TWITTER FAKE ACCOUNTS



A New York Times report states that up to 48 million of Twitter's claimed 330 million monthly active users are actually fake. That is nearly 15 percent of all Twitter accounts. The platform is far from alone. Facebook revealed to investors that it hosted up to 60 million fake accounts, more than twice as much as previously estimated. The new report claims these fake accounts, also known as bots, are influential in shaping public opinion, amplifying messages, and spreading fake news. They can also defraud businesses and ruin reputations.

If you are advertising your business through digital services, make sure you know what you are getting — and what you aren't. Don't be a victim of digital fraud.

**Contact an advertising account executive from this audited publication to learn more.**

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