



The Investigator Newsletter

Social Media Impersonation Scams



Beyond the Screen: Social Media Impersonation

About Us

Since 2000, BCSI Investigations Inc. has performed thousands of successful investigations. Our integrated team of investigators and support services ensure that the investigations are conducted promptly

In the world of digital deception, social media impersonation is the ultimate chameleon. Scammers no longer just hack accounts; they clone them, creating a digital "twin" to exploit the trust you have in your friends, family, and favorite brands.

The Two Faces of Impersonation

1. **Account Cloning.** A scammer scrapes a real person's profile, stealing their photos, bio, and friend list, to create a near-identical account. They then send new "friend requests" to the original person's contacts, claiming they "got locked out" or "starting a new page".

with leading-edge techniques.

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2. **Celebrity & Brand Mimicry.** Fraudsters create fake "official" pages for celebrities or companies. These accounts often promote fake crypto giveaways or "exclusive" fan opportunities to harvest credit card data.

Red Flags for Fake Profiles

- **The Duplicate Request.** You receive a friend request from someone you are already connected with.
- **The "Secret" Message.** A celebrity slides into your direct messages asking for a private chat or financial support for a charity.
- **Username Tweaks.** Look for subtle misspellings like @official_jennifer_anist0n or @nike_support_desk1.
- **Bot-Like Content.** The account has very few posts, or the comments are filled with generic phrases like "Great post!" and "Inbox me for info".

How to Stay Secure

- **Audit Your Privacy.** Set your friend list and posts to "Private" or "Friends Only" to prevent scammers from scraping your data.
- **Verify the Badge.** On platforms like Instagram or X (Twitter), look for the official verification checkmark, but remember that some checkmarks can now be purchased.
- **Report, Don't Engage.** If you spot a clone of yourself or a friend, use the platform's "Report Profile" tool immediately.

To stay up to date with scams, listen to [Scams 360](#) wherever you get your podcasts.

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