

The Arkansas Cyber Defense Center

Social Media Identity Theft

The act of using someone else's pictures and/or information to create fake social media profiles.

Why be aware of this kind of identity theft?

This type of identity theft can happen to any person or business and can be done for several reasons. Sometimes the scammer simply wants to take people's money, and other times, they just want to cause chaos.

What do threat actors want?

If not trying to defraud you of money, they can also be trying to damage your reputation.

Red flags:

Unfortunately, you will almost always never know you have impersonated on social media until someone notifies you.

Immediate action:

- Set a new password to your social media account.
- Report the fake account to the proper social media platform.
- Encourage your contacts to report the fake account.
- Seek legal advice if you think you have been defamed.
- Consider updating your privacy settings to limit who can see your photos, profile, etc.

