Be cyber secure: social media scams

Every day, people use social media to connect with one another. While the average user is connecting with friends and family, cyber criminals are also actively using social media platforms to scam users out of money and gain access to personal information.

Here are some common types of social media scams to look out for:

- **Romance/confidence scams.** Cyber criminals will create a fake online identity and try to establish a trusting and caring relationship. Once the relationship is established the cyber criminal will deploy different methods to ask for money.

- **Giveaways and sweepstakes that lead to malicious links.** An ad may pop up or you may receive a message that states you have won a giveaway or sweepstakes that can lead to malicious links that are intended for you to send money or pry for information.

- **Fake celebrities.** It is not uncommon to see convincing imposter celebrity accounts. Some of these accounts may have a large following but are not verified. Cyber criminals may use these fake accounts to steal from fans.

- **Fake investment opportunities.** This type of “opportunity” may show up in the form of a post or direct message asking for money, gift cards or even a wire transfer.

Here are some tips that can help protect you from social media scams:

- **Avoid clicking on links from unknown sources.** If you are on social media channels, look for verification check marks to confirm the channel is legitimate.

- **Be careful.** Avoid posting personally identifiable information on social media. Enable security settings on your social media profiles to limit what you share publicly.

- **Update all operating systems, apps, and security software** including antivirus programs and firewalls.

- **Don’t fall for the bait.** If an offer sounds too good to be true, it probably is.

- **Never trust unknown individuals.** Verify everything they claim and do not send sensitive information to anyone whose identity you cannot confirm.

- **Remember** that Bank of America, like many businesses, will never ask you for account details unless you call us first.

- **Report** the incident to local law enforcement immediately and contact your bank.

Visit [www.bankofamerica.com/privacy/overview](http://www.bankofamerica.com/privacy/overview) to learn how to help protect yourself and those closest to you.
IMPORTANT INFORMATION

Neither Bank of America nor its affiliates provide information security or information technology (IT) consulting services. This material is provided “as is,” with no guarantee of completeness, accuracy, timeliness or of the results obtained from the use of this material, and without warranty of any kind, express or implied, including, but not limited to warranties of performance, quality and fitness for a particular purpose. This material should be regarded as general information on information security and IT considerations and is not intended to provide specific information security or IT advice nor is it any substitute for your own independent investigations. If you have questions regarding your particular IT system or information security concerns, please contact your IT or information security advisor.

“Bank of America” and “BofA Securities” are the marketing names used by the Global Banking and Global Markets divisions of Bank of America Corporation. Lending, other commercial banking activities, and trading in certain financial instruments are performed globally by banking affiliates of Bank of America Corporation, including Bank of America, N.A., Member FDIC. Trading in securities and financial instruments, and strategic advisory, and other investment banking activities, are performed globally by investment banking affiliates of Bank of America Corporation (“Investment Banking Affiliates”), including, in the United States, BofA Securities, Inc. and Merrill Lynch Professional Clearing Corp., both of which are registered broker-dealers and Members of SIPC, and, in other jurisdictions, by locally registered entities. BofA Securities, Inc. and Merrill Lynch Professional Clearing Corp. are registered as futures commission merchants with the CFTC are members of the NFA.

Investment products offered by Investment Banking Affiliates:

| Are Not FDIC Insured | Are Not Bank Guaranteed | May Lose Value |

© 2024 Bank of America Corporation. All rights reserved. 6507095