

SOCIAL MEDIA SAFETY – March 10, 2026

Recognize Scams • Protect Yourself • Look Out for Neighbors



WHY IT MATTERS

- Neighborhood groups help neighbors share info & support each other
- Scammers use these platforms to collect info & run frauds
- **Goal:** Recognize scams & **protect yourself** + neighbors

COMMON SCAM POSTS

- Service Recommendations** – Handyman, roofer, appliance, garage door repair
- Sales Posts** – Cars, electronics, tickets
- Rental Listings** – Often far below market value
- Job Opportunities** – Personal assistant, secret shopper
- ✓ **Tip:** Verify contractors via [CSLB.ca.gov](https://www.cslb.ca.gov)

SUBTLE SCAM PATTERNS IN LA

- Recommendation Networks** – Multiple fake accounts praising same service
- Emotional Trust Builders** – Loneliness, divorce, retirement struggles
- Photo Credibility Tricks** – Harmless posts first (pets, plants, food), then sudden sales/requests

Story Example: A homeowner’s house was listed online for rent at a low price. People sent deposits & showed up at her door — but she wasn’t renting it! **Always verify** before sending money



TOP 10 RED FLAGS

- 1 New or barely active accounts
- 2 Phone numbers written strangely or “DM for number”
- 3 Service recs without a license
- 4 Prices far below market value
- 5 “Out of town, relative will pick up”
- 6 Emotional stories to encourage action
- 7 Vague personal posts: loneliness, divorce, retirement struggles
- 8 Multiple accounts praising same service
- 9 Requests to communicate off-platform
- 10 Posts with disabled or closed comments

PROTECTING YOURSELF & NEIGHBORS

- Don’t post in **real time** if away from home
- Don’t share **personal info** about yourself or others
- Don’t share **someone else’s info** without permission
- Verify** contractors, rentals & job offers

5 THINGS NEVER TO POST

- 1 Real-time travel or absence
- 2 Detailed **personal info** (phone, email, schedule)
- 3 Someone **else’s** info without permission
- 4 Details exposing home or security
- 5 Highly personal **emotional** situations

FREEWAY SIGN TEST

Ask: “Would I be comfortable seeing this on a giant freeway sign?”

If not → Don’t post publicly!

3 THINGS NEIGHBORS CAN DO TODAY

1. Pause & Verify – Check accounts, urgency, details

2. Protect Personal Info – Use the *Freeway Sign Test*

3. Report Suspicious Posts – Flag, warn neighbors if it’s safe to do so, verify offers.

Remember: *Neighborhood groups work best when we look out for each other.*