

Meta: Proven Strategies to Combat Advanced Impersonation

Hosted by



Marta Guerreiro

Sales Executive,
SnapDragon

Reputation to Ruin

Impersonation on Meta poses a significant and growing risk to brands. In 2024 alone, Meta removed 23 million impersonator profiles, underscoring the scale of the issue and the need for proactive brand protection.

Main types of impersonation and their impact:

Brand Impersonation

Impersonators create fake pages that closely mimic a brand's official presence, using similar logos, imagery and messaging.

Impact: This **erodes customer trust**, **weakens brand identity**, and **hurts sales** when impostors sell fake products or run phishing scams.

Executive Impersonation

Fake profiles are created to impersonate company leaders, often to initiate phishing scams or spread false information.

Impact: This can harm executives' reputation, **increase security risk**, and create confusion that **damages the brand's credibility**.

Celebrity & Political Deepfakes

Scammers use AI to create convincing deepfake videos and images of public figures, including brand ambassadors.

Impact: These deepfakes enable **large-scale financial fraud** (including phishing and counterfeiting), harm relationships with brand ambassadors, and undermine trust in official channels.



23 Million

fake profiles removed in 2024 by Meta. (Meta)



54%

of bank transfer scams recorded in 2023 originated on Meta. (Which)



\$1 Billion

estimated lost to social media fraud in the US in 2022 alone. (Federal Trade Commission)

What can brands do to combat impersonation on Meta?



Proactive Protection with Advanced AI



Brand Protection Software

Use brand protection software by **partnering with SnapDragon** for automated, global monitoring.



Smart AI Detection

Our AI detects impersonation, counterfeits, and other IP abuse across social media, marketplaces, search engines, and app stores.



Accelerated Enforcement

Our experts turn detection into action: they gather intelligence and enforce the threats detected, fast.

Manual Protection



Understand Your IP Rights

Know whether you hold a word mark, logo mark, or copyright. This determines the strongest legal basis for online enforcement.



Monitor and Detect

Monitor priority platforms and territories with regular manual searches to detect IP theft, including impersonation.



Establish a Clear Enforcement Process

Define who on your team is responsible for brand protection and what steps they should take when a threat is found.



Familiarise Yourself with Reporting Tools

Use Meta's dedicated channels and forms for reporting intellectual property violations.



Gather Detailed Evidence

Before submitting a complaint, compile screenshots, links, and any other information needed to support your claim.

Get in touch

Contact us to learn more about brand protection.



snapdragon-ip.com



marta.guerreiro@snapdragon-ip.com