

HOW TO SPOT

A BOT





Spotting fake profiles and bot-generated content can be tricky.

Learn to identify and avoid engaging with bot traffic to stop the spread of disinformation.



WHEN WAS THE PROFILE CREATED?

Some social media sites display when the profile page was created. If the date is very recent be suspicious and look for other signs if it is a bot or not.



2

HOW OFTEN DOES A PROFILE POST?

Abnormal amount of posts per day?

Do they post at the same time every day?

Are the posts happening non-stop, day
and night?

3

DOES THE CONTENT SEEM 'OFF'?

Do they repost the **same exact content**
within a short period of time?

Does it tend to share memes or GIFs that
are **inflammatory**?

Do they use **strange** phrasing?

4

DOES IT LACK PERSONAL FLAIR?

Bots rarely share personal photos or updates.

Instead, they generally only reshare content of a specific type over and over.

5

TOO MANY STOCK IMAGES?

Is the profile pic a stock photo? (Do a reverse image search to check)

Do the images match the context of what is written?



LOW FOLLOWER COUNT

Bot Profiles may not have many followers but tend to follow a large number of other accounts.



ODDNAME_35623

Often, bot profiles will have odd usernames with random numbers or letters.



AUTO REPLIES

Bots can generate generic or unrelated replies quickly after a post is made. If you see something off in the comments of your own post, look closer, it may be a bot.



Any one of these signs on its own might be a coincidence.

Look for several signs together before deciding if it is a bot or not.

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Awareness
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