

SPOTTING ADS ON SOCIAL MEDIA

Do you always know when you're seeing an ad on your social media feed? You might not! Some ads look just like any other post – they might be funny or cool, but really they're trying to sell you something without you realising. But here are some ideas for spotting ads like a pro!

Look closely at the profile picture

Pay attention to the account name



Check if it says "sponsored" f i t or "promoted"

A 'verified' tick can still mean it's an ad

Study the hashtags for clues about the post's purpose

Be savvy with high numbers of likes and shares

