

Facebook "like" Scam – Part 1

The Facebook "like"

Described by Facebook as a way to "give positive feedback and connect with things you care about", users can "like" status updates, comments, photos, and links posted by their friends, as well as adverts, by clicking the "Like" button at the bottom of the content. This makes the content appear in their friends' profile page or appear in the News feed section.



A spokesperson for Facebook says selling pages is specifically against the terms of service, and any page that is sold or engages in fraudulent behaviour can be removed. The Like count that appears above items doesn't represent the number people who have clicked the button for that item. The number includes the times the URL has been shared whether or not the sharer clicked "Like".

The "Like Button" is also available for use on websites outside Facebook. When the user clicks the Like button on a site, a story appears in the user's friends' News Feed with a link back to the website. At the same time when any visitor, including non Facebook members and logged out users, visit a site with the Like Button, their presence on the site is recorded by Facebook.



Spot Facebook "like" scams

So why would the owners of these fan pages go to such lengths to scam us into liking? Because there's money to be made from them. When the page gets enough fans (a hundred thousand or more) the owner might start placing ads on the page. Those ads show up in your news feed. Or more worse, the page owner could be paid to spread malware by linking out to sites that install viruses on your computer for the purposes of identity theft. **Bottom line:** Access to your news feed is profitable.

