SPOTING 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!

Pay attention to the account name

MandiisBoutique Sponsored

Check if it says "sponsored"**f** or "promoted"

Look closely Look closely profile at the profile picture



17,932 likes WHEN UR KICKS ARE LIFE #Ad #Influencer #Sponsored VIEW ALL 683 COMMENTS A 'verified' tick can still mean it's an ad

Be savvy with high numbers of likes and shares Study the hashtags for clues about the post's purpose

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