

A. List of hashtags used

Round 1	Round 2
#socialmediascam #aiscam #mobilegamescam #tiktokadscam #shoppingscam #sheinscam #onlineshoppingscams #romancescam #cryptoscam #jobsearchscams #influencerscam #gofundmefraud #scammergetscammed #dminstagram #instascams #tiktokscam	#tiktokscam, #scam, #scammeralert, #scammer, #scammers, #tiktokscammers, #scamalert, #fraud, #scams, #tiktokscammer, #socialmediascam, #tiktokshopscam, #becareful, #beware, #instascam, #tiktokscams, #cashappscam, #moneyscam, #moneyscams, #scamalert 🚨, #tiktokscammeralert, #fake, #onlinescam, #spam, #warning, #spamaccount, #phishing, #tiktokshops, #tiktokshopscams, #tiktokshopscammers, #impersonation, #scamstory, #ugcscam, #imposter, #sugarbaby, #scammed, #hackers, #beaware, #scammerpayback, #vanityscam, #stoptiktokscams, #romancescam, #onlinescammers, #ripoff, #shopscam

B. Scam categories mapped to prior work [1] and FTC [2]

Fraud	Category in FTC list	Category in Financial Fraud Taxonomy
1. Online Shopping Scam		
Undelivered goods / Paid for Something That Was Never Received	Online Shopping	Paid never received (cc: 1.2.1.2)
Charged and Paid for an Item That the Consumer Had Not Agreed to Purchase	Online Shopping	Unauthorized billing for products or services (cc: 1.2.3)
2. Romance scam		
Romance scam	Romance Scams	Romance scam/Sweetheart scam (cc: 1.7.1)
Sugar baby DM scam	Romance Scams	Romance scam/Sweetheart scam
3. Finance scam		

Pyramid and ponzi schemes	Miscellaneous Investments & Investment Advice	High-yield investment program (HYIP) fraud (cc:1.1.1.1.3)
Financial advice (Social Media Influencer Scam)	Miscellaneous Investments & Investment Advice	
Fake online contest (fake give-away)	"Prizes, Sweepstakes & Lotteries"	
Low-cost Trial Scams	Online Shopping□	
Fake Investment opportunity	Miscellaneous Investments & Investment Advice	
TikTok Gift Scam	Social Networking Services	
Job scam	Job Scams & Employment Agencies	Employment Fraud (cc: 1.3)
Mobile game scams	Gaming & Virtual Reality	
Mural DM scam	Fake Check Scams	Fake buyers scam
Psychic reading	Social Networking Services	Fortune telling fraud
Gofundme scams	Charitable Solicitations	Crowdfunding for bogus personal cause
4. Educational Financial Support Scam		
Student Loan Debt Forgiveness Scams	Credit & Debt Counseling	Student debt relief scam (cc: 1.2.2.5.3)
Scholarship and Grant Scams	Scholarships & Educational Grants	
5. Scams targeting influencers		
Impersonating influencer	Social Networking Services	
Social media brand manager scam (PR scams, audience growth scams, marketer scams)	Social Networking Services	Business coaching scam
Fake collaboration scams	Social Networking Services	Business opportunities fraud
6. Account-related scams		

Account verification badge scams	Social Networking Services	Phishing websites/emails/calls
Tagging users in a post	Social Networking Services, "Prizes, Sweepstakes & Lotteries"	Bogus lottery scam
Account hack	Family & Friend Imposters, Social Networking Services	
Fake friend profile	Family & Friend Imposters, Social Networking Services	Friends or relatives imposter scams
Retrieving banned account scam	Social Networking Services	
7. AI driven scams		
AI generated scam ads	Privacy & Data Security, Family & Friend Imposters	
Fake endorsement videos/ Copy Influencer product	Social Networking Services	
8. Health-related product scams		
Weight Loss Scams	" Diet Products, Plans & Centers"	Weight-loss products and health supplement scams (cc: 1.2.1.1.1)
Fitness scam	" Diet Products, Plans & Centers"	Weight-loss products and health supplement scams (cc: 1.2.1.1.1)

C. Lure mechanisms adopted from prior work [\[5\]](#)

Principle	Definition
Distraction	While we are distracted by what grabs our interest, hustlers can do anything to us and we won't notice.
Social Compliance	Society trains people to not question authority. Hustlers exploit this "suspension of suspiciousness" to make us do what they want.
Herd Principle	Even suspicious marks let their guard down when everyone around them appears to share the same risks. Safety in numbers? Not if they're all conspiring against us.

Dishonesty Principle	Our own inner larceny is what hooks us initially. Thereafter, anything illegal we do will be used against us by fraudsters
Kindness Principle	People are fundamentally nice and willing to help. Hustlers shamelessly take advantage of it.
Need and Greed	Our needs and desires make us vulnerable. Once hustlers know what we want, they can easily manipulate us
Time	When under time pressure to make important choice, we use a different decision strategy, and hustlers steer us towards one involving less reasoning

D. Scam identification signals themes

Theme	Sub-themes
Linguistic red flags	<ol style="list-style-type: none"> 1. Identified grammatical error in brand name 2. Unconventional language use 3. Excessive grammatical errors in sentence 4. Unprofessional and unclear message
Account hacking extortion	<ol style="list-style-type: none"> 1. Financial extortion for account recovery 2. OTP extortion for account recovery 3. TikTok account banned 4. Account hacked 5. Unauthorized changes to account settings
Account discrepancy	<ol style="list-style-type: none"> 1. Suspicious user account name (Strategy: reverse google search scammer) 2. Email domain name discrepancy 3. No company logo 4. Using renowned company logo 5. Lack of TikTok presence 6. Multiple fake accounts 7. Profile picture mismatch (Strategy: Reverse image search to verify profile pic)

	<ol style="list-style-type: none"> 8. Different country phone number 9. Lack of internet presence 10. Slight difference in account names 11. Difference in number of followers for creator and scammer profiles 12. Found their profile impersonated
Scammer communication pattern	<ol style="list-style-type: none"> 1. Generic communication template 2. Ghosted victim <ol style="list-style-type: none"> 2.1. No response to user's emails 3. Pressured to buy product/service 4. Excessive notifications <ol style="list-style-type: none"> 4.1. Undue pressure to take specific action 5. Requested to connect outside TikTok 6. Pleasing users: <ol style="list-style-type: none"> 6.1. Exaggerating user's importance 6.2. Repeated reassurance from scammer 6.3. Immediate contact with user after follow 6.4. Immediately follow back user account 7. Unfulfilled promise 8. Scammer gaslighting user
Product and pricing misrepresentation	<ol style="list-style-type: none"> 1. Duped with poor quality product 2. Never received product 3. Requested extra shipping cost 4. Cheaper products available online 5. Exploitative return policy 6. Product description mismatched with advertised used 7. Excessive price for service 8. Made exaggerated claims 9. Unrealistically low price
Unauthorized transactions and monetary requests	<ol style="list-style-type: none"> 1. Specific way of payment 2. Requested money

	<ol style="list-style-type: none"> 3. Unauthorized purchase on user's account 4. Unauthorized extra fee 5. Offered services for a fee 6. Requested bank details 7. Requested TikTok virtual money in exchange for money
Manipulative content	<ol style="list-style-type: none"> 1. Difference in video quality of content 2. Re-uploading creator's content 3. Using celebrity video as bait 4. Fake tiktok live 5. Deepfake using AI 6. Recurring instances of same content in different names
Past experience and collective action	<ol style="list-style-type: none"> 1. Past experience with scam 2. Informed by people

E. Redressal mechanisms themes

Theme	Sub-themes
Information seeking	<ol style="list-style-type: none"> 1. Searched internet 2. Learn about scam 3. Refer to reddit for guidance 4. Google reverse search scammer
Community support	<ol style="list-style-type: none"> 1. Urged followers to report scam 2. Followers informed creator
In-platform measures	<ol style="list-style-type: none"> 1. Create new account 2. Use security measures 3. Ignore scams 4. Share evidence in TikTok video 5. Cancelled item 6. Block scammer

Report to entity	<ol style="list-style-type: none"> 1. Report to Instagram 2. Report to TikTok <ol style="list-style-type: none"> a. Issues with TikTok redressal 3. Reached out to scammer 4. Report to payment vendor 5. Suggestions for TikTok 6. Reached out to legitimate vendor
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F. Advice related themes

Theme	Sub-themes
Transaction related advice	<ol style="list-style-type: none"> 1. Use paypal to make transactions 2. Compare the deal or price on TikTok with those offered outside 3. Beware of livestreams advertising cheap selling products 4. Beware of low priced products 5. Beware of ads for exaggerated claims about products 6. Research products and sellers before buying
Scammer profile and communication style related advice	<ol style="list-style-type: none"> 1. Look for grammatical errors 2. Beware of fake investment opportunities 3. Avoid collab with specific companies 4. Beware of emotional appeal scams 5. Beware of fake followers on the social media page of the company 6. Beware of fake success stories 7. Avoid paying for collab products
Security related advice	<ol style="list-style-type: none"> 1. Avoid sharing personal info to get gift cards 2. Avoid sharing personal info with strangers 3. Verify information

	<ol style="list-style-type: none">4. Beware of email domain name discrepancy5. Avoid URLs from unknown emails6. Avoid URLs from cash app fake profiles7. Verify that email addresses match the company website (e.g., .com vs. .co)
Romance scam related advice	<ol style="list-style-type: none">1. Avoid sharing personal info with strangers2. Excuse made by romance scammer to extract money3. Beware of romance scammers asking for money