GOABC Member Resource Sheet

Protect Your Business from Fake Websites & Social Media Accounts

1. Detecting Fake Websites

Tool	Purpose	Link
Google Reverse Image Search	Check if your images are being misused	images.google.com
TinEye	Reverse image search	tineye.com
CIRA WHOIS Lookup (.ca domains)	Find out who registered a domain	CIRA.ca
Whois.com	Global domain search	whois.com
Google Safe Browsing	Check if a site is flagged as malicious	Google Transparency Report

2. Monitoring Social Media

Tool	Purpose	Link
Facebook & Instagram Reporting	Report fake pages/profiles	In-app → click three dots → Report Page
Mention.com / Brand24	Monitor mentions of your brand	mention.com, brand24.com
Hootsuite / Sprout Social	Monitor multiple platforms	hootsuite.com, sproutsocial.com

3. If You Find a Fake page/account/website

1. Report to the platform (Facebook, Instagram, etc.) escalate if needed.
2. Report the fake site to Canadian Anti-Fraud Center **(CAFC)**
3. Contact the domain registrar (via WHOIS info) and file an abuse complaint.
4. Hiring a digital forensics company – such as ATOS out of Montreal – they seem to be a large company that specializes in this type of actions: **https://atos.net/en/services/cybersecurity/threat-detection-investigation-and-response** or utilize a platform called Upwork (**https://www.upwork.com/**). This is a platform where you can hire freelancers to do work on your behalf. If you go to the field of work is called *"account recovery services"* for more information.
5. Inform/warn your clients via all your legitimate channels.

4. Reporting & Escalation — Canadian Resources

Agency	What to report	Link
Canadian Anti-Fraud Centre (CAFC)	Phishing, fake websites, online scams	antifraudcentre-centreantifraude.ca
Canadian Centre for Cyber Security	Threat alerts, guidance	Canadian Centre for Cyber Security
Competition Bureau Canada	Deceptive marketing, fake sites	Competition Bureau Canada
Office of the Privacy Commissioner of Canada	Personal data/image misuse	Office of the Privacy Commissioner of Canada

5. Recommended Low-Cost Options for Small Operators

- Use free tools: Google Alerts, Google Reverse Image, CIRA WHOIS
- Consider free-tier services like Mention or basic Hootsuite
- Use CIRA Canadian Shield for extra DNS protection (free): cira.ca/canadian-shield

6. Preventive Measures are also strongly recommended

Secure Brand Assets

- Register domains (website addresses) similar to your main site (common typos, alternative TLDs), even if you don’t want or plan to have a website.
- Claim your brand (name/identity) on all major social media platforms, even if you don’t plan to use them.

Consistent Branding

- Keep logos, profile photos, and “About” text consistent across channels — this helps customers distinguish real from fake.

Public Awareness

- Post warnings on your legitimate channels when a scam is detected.
- Encourage your clients, friends, anybody to report fake sites/pages.

Stay vigilant and protect your brand!