

# Stop the Scam!

## Protecting Older Adults from Social Media & AI-Enabled Scams

Older Americans reported \$4.8 billion in losses from internet scams in 2024; up 43% from the prior year, according to the FBI's Internet Crime Complaint Center Report. Social media was the leading contact method for fraud affecting adults 60 and older, both in volume and in total dollars lost.

Today's scammers are using the power of artificial intelligence (AI) to make their schemes sound convincing and the reach of social media to target millions of Americans. Our best defense is education, information sharing, and advocacy.

### COMMON SCAM PATTERNS

- Impersonation
- Urgency
- Pressure
- Secrecy
- Too-good-to-be-true

### HIGH-IMPACT SCAM TYPES

- Government impersonation scams
- Romance scams
- Healthcare & Medicare scams
- Distressed family member scams

### CORE SAFETY MESSAGES

- SLOW DOWN.
- VERIFY independently.
- NEVER share personal/financial info.
- TALK to someone you trust.
- CREATE a family password

### WHAT TO DO if you're targeted:

- Stop communication
- Save evidence (screenshots/messages)
- Report it, even if you didn't lose money

## Take Action - Share Your Story!

Have you or someone you know been a target of a scammer?

Use this QR code to SHARE YOUR STORY to help protect others and build momentum for change.

We will never share your story without your permission.



By raising our voices, sharing our stories, and demanding for meaningful protections and accountability, older Americans can help secure safer online spaces for everyone.

For more information, visit [RetiredAmericans.Org/StopTheScam](https://RetiredAmericans.Org/StopTheScam).