

FREE GUIDE · FOR CREATORS

Anti-scam collab.

Detect, verify and protect yourself from fake brand collaborations. In a 5-minute read.

10 SIGNALS TO SPOT

10 ways to spot a fake collab in 30 seconds.

Most scams recycle the same patterns. If you spot even one of these signals, raise the red flag. Two or more: stop right there.

01**Free sender domain**

A real brand uses its own domain (@nike.com), not an "official" Gmail or Yahoo.

02**They ask you to pay shipping**

The #1 UGC scam. A legitimate brand NEVER asks you to pay anything to receive something.

03**Crypto, wire transfer or gift cards**

Irreversible payment methods favored by scammers. Real brands pay by e-transfer, Stripe or standard wire.

04**Check overpayment**

"We'll send you a check, pay the photographer with the extra." The check always bounces.

05**Pressure / urgency**

"Respond in 24h", "limited spots" — real brands give you time.

06**"You've been selected"**

Mass-send phrasing. Not always a scam, but rarely serious.

07**Generic greeting**

"Hi creator", "Dear influencer" — no personalization = mass send or scam.

08**Shortened links**

bit.ly, tinyurl, t.co... you can't see where they lead. Hover before clicking — or don't click.

09**Link to a "creator portal"**

Phishing classic. You enter your Instagram/TikTok credentials on a fake page.

10**Asks for sensitive info**

SSN/SIN, password, full credit card number — never in a first contact.

WHAT A REAL EMAIL LOOKS LIKE

Real vs fake: spot the difference.

LEGITIMATE Hi Sophie, I loved your morning routine

video (Nov 12). I'm Sarah Lebrun, partnerships lead at Maison X. We're launching our new line in March and I'd love to discuss a paid collaboration: 1 Reel + 2 stories, CAD \$800 budget, 3-month organic rights. Here are our brand guidelines. Available for a call this week? — sarah.lebrun@maisonx.com

SCAM Hi Creator! Congratulations, you've been selected

for our amazing collaboration with Lux Beauty! We send you our latest serum FREE, you just cover the small shipping fee of \$14.99 USD. Limited spots — respond in 24h. Click here to access our creator portal: bit.ly/luxbeauty-app

VERIFY A BRAND IN 60 SECONDS

5 steps to validate.

1 Google the brand + "scam" or "fraud"

Real scams leave traces on Reddit, Trustpilot, X/Twitter. 30 seconds.

2 Check the official Instagram account

Blue badge + consistent follower count + recent posts = legit. New or thin account = suspicious.

3 Look up the person on LinkedIn

A real marketing team has a profile listing their company. No LinkedIn = red flag.

4 Check the domain's age

whois.com → if the domain is under 6 months old, be very wary.

5 Ask for references

"Which creators have you worked with?" A real brand will reply with verifiable names.

IF YOU'RE NOT SURE

Reply, without committing.

Not sure? Don't close the door right away — but don't give ANYTHING until the brand is validated. Here's a script to copy-paste:

“ Hi, thanks for reaching out. Before we move forward, could you send me an email from your professional address (@yourbrand.com) and confirm my direct contact at [brand]? I'd also be happy to set up a 10-minute video call to validate the details. — [Your name]

HOW TO REPORT A SCAM

Protect the next creator.

**In Gmail / Outlook**

"Report phishing" button at the top of the email — then delete the thread.

**Canadian Anti-Fraud Centre**

antifraudcentre.ca · 1-888-495-8501. Reporting even without losing money helps protect other creators.

**Share with the community**

Instagram story, creator Facebook groups: name the scam so others avoid it.

Still not sure?

Triple can verify the brand for you. It's what we do every day for our network of UGC creators and influencers.

[Talk to Triple →](#)