

SocialTrust 360

powered by



PREPARED FOR: MOLLY SMITH



Service or Product Provider: XYZ Clothing Co.



Platform: Instagram



Assessment Date: October 28, 2024



Overall Risk Score: 78 (Reliable)

1. PROFILE VERIFICATION (IDENTITY CHECK)

- Description:** Verified that the profile's details (name, contact info, business name) match known data from reputable sources like directories and websites.

Scoring Factors:

- Consistency of information across platforms: 85
- Verifiable contact information: 90

Total Score: 88

- Comments: All contact information matches the details found on their official website and public business directories. The business name is consistent across platforms.

2. WEBSITE AND DOMAIN AUTHENTICITY

- Description:** Evaluated the business's website for domain age, SSL certification, functional design, and displayed business information.

Scoring Factors:

- Domain age: 78
- SSL certification: 100
- Business information: 80
- Professional web design: 75

Total Score: 83

- Comments: The domain is secure with SSL, and the website looks professional. However, the domain is relatively new, only 1 year old.

3. SOCIAL MEDIA BEHAVIOR

- Description:** Analyzed social media engagement to identify behavior patterns and authenticity of interactions.

Scoring Factors:

- Engagement-to-follower ratio: 65
- Interaction with followers: 60
- Consistency in posting behavior: 75
- Absence of bot-driven follower spikes: 80

Total Score: 70

- Comments: Engagement is moderate, with regular interaction, but there are some signs of potential bot-driven follower growth.

4. CUSTOMER REVIEWS AND FEEDBACK

- Description:** Aggregated customer reviews from platforms and third-party sources to gauge satisfaction and detect red flags.

Scoring Factors:

- Positive-to-negative review ratio: 60
- Presence of legitimate third-party reviews: 50
- Depth and authenticity of feedback: 55

Total Score: 55

- Comments: Reviews on social media are generally positive but limited. Few third-party reviews exist outside social media, and the depth of feedback is minimal.

5. BUSINESS REGISTRATION AND LEGAL COMPLIANCE

- Description:** Checked public databases for business registration, licenses, and legal compliance.

Scoring Factors:

- Verified business registration: 90
- Licensing (if applicable): N/A
- Legal compliance: 95

Total Score: 93

- Comments: The business is properly registered in public directories and complies with legal requirements. No licensing needed for this business type.

6. ONLINE PRESENCE AND REPUTATION

- Description:** Evaluated the business's visibility across platforms and its reputation in partnerships, press mentions, and affiliations.

Scoring Factors:

- Presence on multiple platforms: 80
- Partnerships with verified businesses: 50
- Media mentions or press coverage: 40
- Affiliations by recognized entities: 55

Total Score: 56

- Comments: The business is present on multiple social platforms but lacks significant media mentions or partnerships with verified businesses.

7. FRAUD INDICATORS

- Description:** Identified any common fraud markers such as unusual payment methods or aggressive sales tactics.

Scoring Factors:

- Absence of unusual payment methods: 80
- Transparent refund and return policies: 70
- Absence of high-pressure sales tactics: 85

Total Score: 78

- Comments: Refund and return policies are mostly transparent. No unusual payment requests were observed, but refund clarity could improve.

8. NETWORK AND AFFILIATIONS

- Description:** Analyzed the business's network and affiliations to determine any ties to fraudulent or reputable entities.

Scoring Factors:

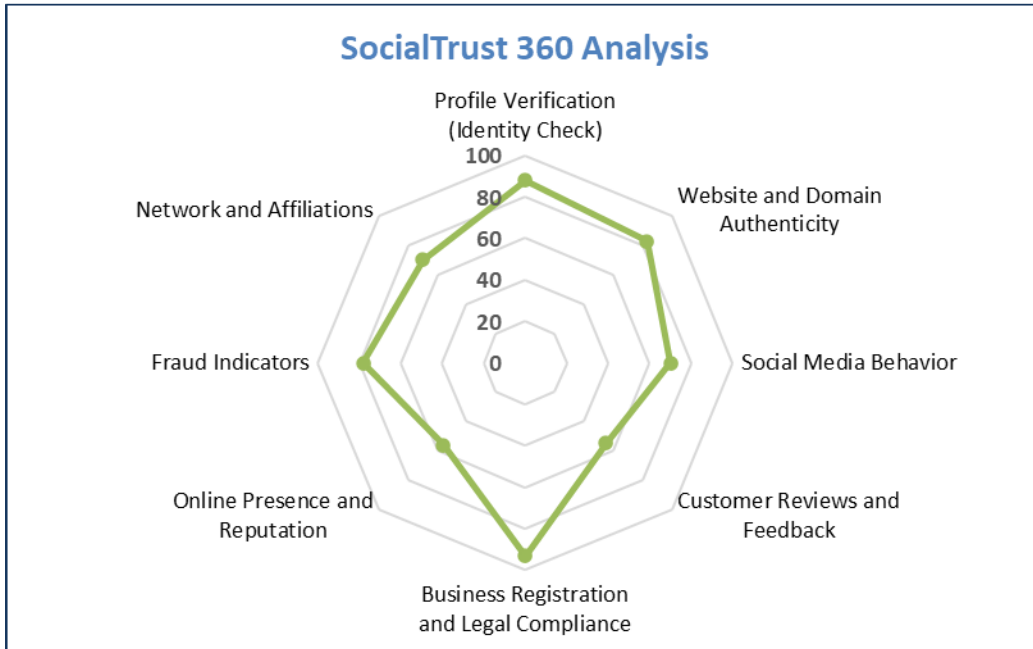
- Affiliations with reputable brands or businesses: 55
- Absence of ties to fraudulent entities: 85

Total Score: 70

- Comments: No ties to fraudulent businesses were found, but there is also a lack of reputable brand partnerships.

OVERALL RISK SCORE: 78 (RELIABLE)

Summary: XYZ Clothing Co. appears to be a legitimate business, but there are some moderate concerns related to its social media behavior, customer feedback, and network affiliations. These are not necessarily deal-breakers, but it is recommended that users exercise caution before making high-value transactions. Additional verification or further monitoring may be beneficial.



RECOMMENDATIONS

- Monitor social media growth for further bot activity.
- Encourage the business to gain more third-party reviews to boost credibility.
- Strengthen affiliations with reputable brands and partnerships to enhance legitimacy.

Legend:

Score Range	Rating	Interpretation
90 - 100	Exceptional	Strong indicators of legitimacy and trustworthiness, very low risk.
75 - 89	Reliable	Generally positive indicators with minor caution; moderate confidence.
60 - 74	Cautionary	Some risk factors present; caution advised; additional verification helpful.
40 - 59	Questionable	Multiple warning signs; considerable risk; thorough due diligence advised.
0 - 39	High Risk	Significant risk indicators; serious concerns about legitimacy and trustworthiness.