

Fake Follower Scorecard

Purpose: a ten-minute, one-page method for judging whether an Instagram, TikTok or other social account has a real, interested audience. Works on competitors, creators, partners and your own account.

Score each check 0 (red flags), 1 (some concerns) or 2 (looks healthy). Add up the total at the end.

Account details

Account name: _____ Platform: _____ Date checked: _____ Checked by: _____

Followers: _____ Following: _____ Posts: _____

Check 1: Engagement versus audience size (2 minutes)

Look at the last 9 to 12 posts. For each post: (likes + comments) divided by followers, multiplied by 100.

Post 1 ____% Post 2 ____% Post 3 ____% Post 4 ____% Post 5 ____% Post 6 ____%

Average: ____%

- 0 = Far below what similar accounts get, or wildly inconsistent with no clear reason
- 1 = Somewhat low, or uneven
- 2 = Steady and in a believable range for the account's size and niche

Remember: published benchmarks vary a lot, so compare with similar accounts in your own sector, not a single headline figure.

Score: ____

Check 2: Comment quality (2 minutes)

Read comments on three posts.

- ☐ Most comments respond to what the post actually says
- ☐ Commenters have normal profiles and photos
- ☐ Languages and locations make sense for the account
- ☐ Phrases are varied, not copied across posts
- ☐ The owner replies and conversations develop

- 0 = Two or fewer boxes ticked
- 1 = Three ticked
- 2 = Four or five ticked

Score: ____

Check 3: Follower sample (3 minutes)

Open the follower list. Check 20 profiles from different places in the list, not just the newest.

Count how many show these signs:

- No profile photo or a stock photo: ____

- No posts or only one or two: ____
- Follows thousands but has very few followers: ____
- Random-looking username (letters and numbers): ____
- Irrelevant or spammy bio: ____

Number of suspicious profiles (out of 20): ____

- 0 = 11 or more suspicious
- 1 = 6 to 10 suspicious
- 2 = 5 or fewer suspicious

Score: ____

Check 4: Growth pattern (1 minute)

- ☐ Follower growth looks gradual or has clear causes (a campaign, a viral post, press)
- ☐ No sudden jumps of thousands followed by drops
- ☐ Older posts had similar engagement to newer ones

- 0 = None ticked
- 1 = One or two ticked
- 2 = All three ticked

Score: ____

Check 5: Audience fit (2 minutes)

For your own account use Insights for top locations and ages. For other accounts, judge from comments and followers.

- ☐ Most of the audience is in the places the business serves or the creator says they reach
- ☐ The age and interests look right for the products or content
- ☐ Customers or fans I recognise follow or comment

- 0 = None ticked
- 1 = One or two ticked
- 2 = All three ticked

Score: ____

Total and what to do

Total: ____ / 10

- 8 to 10: Healthy audience. Proceed.
- 4 to 7: Mixed. Ask questions (see below) before spending money.
- 0 to 3: High risk. Do not pay for sponsored posts or partnerships on follower count alone.

Questions to ask a creator or partner

1. Can you share screenshots of your audience insights (top locations, age range, gender)?

2. What was the reach and engagement on your last three sponsored posts?
3. Have you ever used a growth service, follow-for-follow group or giveaway pods?
4. Can you explain the spike in followers around [date]?
5. Can I speak to a past client about results?
6. Will you disclose the partnership clearly (for example with the platform's paid partnership label)?

If it's your own account

- ☐ Stop any growth service or app that needed your password
- ☐ Change your password and turn on two-factor authentication
- ☐ Remove connected apps you do not recognise
- ☐ Remove 10 to 20 obviously fake followers a day
- ☐ Track engagement rate, reach, saves and enquiries monthly, not just followers

Comparison sheet (copy to a spreadsheet)

Account | Platform | Followers | Avg engagement % | Check 1 | Check 2 | Check 3 | Check 4 | Check 5 | Total |
Decision | Date

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.