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# Timeline-related scams develop on Facebook

Brittany Darwell • Jan 3rd, 2012 Facebook Pages Safety Security Timeline Comment Share Tweet

A number of scammers are taking advantage of Timeline backlash by developing pages that include deceptive instructions on how to revert to the old profile. These fraudulent Facebook pages prompt users to click a number of Like buttons, invite friends, watch YouTube videos and download files. Timeline, however, is permanent once a user opts in to try it, and will be mandatory across the site within weeks.

Despite Facebook's efforts to educate users about the new profile, some people have misconceptions that make them susceptible to scams like these. We have found 16 Timeline-related scam pages, which have collectively gained more than 71,000 likes. The largest, with nearly 19,000 likes, has been around for at least two weeks. These pages are among the top search results when searching Facebook for "timeline."

The social network has been unable to keep up with the volume of pages that are fraudulent or otherwise in violation of Facebook terms. There are few, if any, preventative measures to keep these pages from being created. The company relies on users to report pages after the fact. Systems prioritize these reports and a team of reviewers respond by removing the page or alerting law enforcement if necessary. With 800 million people using the site, many issues can be resolved this way, but the new crop of Timeline-related scams shows the need for improvement, both in reducing Facebook scams and helping users understand how to protect themselves.

"We work hard to educate users on how to be safe through our blog and the Facebook and Facebook Security pages," a Facebook spokesperson said. "We regularly update the Facebook Security page and its over 5 million fans with tips and information about new threats. We also work with outside experts on education initiatives."

As of this writing, the Facebook Security page has not warned users of claims to deactivate Timeline. There is also nothing in the Help Center explicitly telling people that the feature cannot be removed.

Users who find fraudulent pages should use the "Report Page" button on the lower left hand side of the page.

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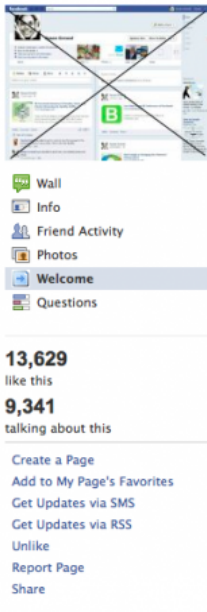
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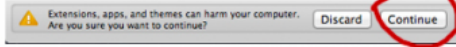
More Research & Information from Inside Facebook Sign up for free email updates beyond today's news. Name:



### Remove The Timeline - Welcome

Community

**Removing the Timeline is easy! Just press the continue button in the bottom left of your Chrome.**



**Once installed allow up to 24 hours for the changes to take effect.**

**No more timeline. Cool huh?**

**Enjoy**

**(Note: You will need Chrome to install the plugin)**

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### Popular Right Now

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[How to Use the Facebook Timeline: A Complete Walk-Through of the Redesigned Profile](#)

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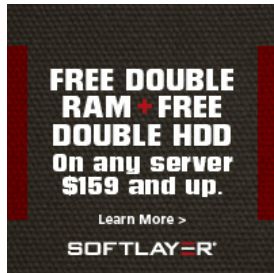
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
 **Andrew Nightingale**  
 A question, if timeline is so disliked, then why is FB going ahead with it? Or is this yet another example of Zuckerberg's pig-headedness?  
 Reply · 5 · Like · [Follow Post](#) · January 4 at 8:56pm


 **FB (Fluff Busting) Purity – Cleans up Your Face Book**  
 As michael mentions below, its possible to change the user agent in the browser, which enables you to view the old style profile pages, instead of Timeline pages, and if you then install the FB Purity browser extension it fixes some of the display issues that occur when spoofing the IE7 user agent,  
  
 read more about it here:  
<http://fbpurity.com/disable-facebook-timeline.htm>  
 This is not a scam, as FB Purity has been reviewed in the Washington Post, CNET, Lifehacker etc and is legitimate.  
 Reply · 3 · Like · [Follow Post](#) · January 4 at 12:51am


 **Michael Bauser** · [Subscribe](#) · Top Commenter · Kent State University  
 Reading this article made me think: It SHOULD be possible for a browser plugin to "turn off" timeline (from a viewer's perspective) by switching the browser's user-agent identifier to IE7, shouldn't it?  
  
 Some of those bogus plugins might not be totally fake, but very misleading.  
 Reply · 2 · Like · [Follow Post](#) · January 3 at 7:24pm

 **Zyphus Nil**  
 Sort of, you are stuck with the content the site is providing. Whether you can override the layout depends on what you really want. If you are willing to have limited functionality, then sure.  
 Reply · Like · January 3 at 8:57pm

 **Bikas Vaibhav** · [Subscribe](#) · 24 years old  
 Yeah, I've covered it in my blog (<http://bikasv.wordpress.com/2012/01/03/how-to-get-rid-of-facebook-timeline-and-bonus/>) as well. Change user agent to IE6 and you'll get rid of news-ticker as well.  
 Reply · Like · January 5 at 1:46am

 **Dat Nguyen** · [Subscribe](#) · University of Houston–Clear Lake  
 Instead of doing potential harm to your system, just lock down the privacy settings if you're worried and install a nice Cover to warm you up to the Timeline's look. It's great, IMO. Facebook has an app that provides covers if you don't know what to put there. The link is [https://apps.facebook.com/timeline\\_covers?drf=i](https://apps.facebook.com/timeline_covers?drf=i).  
 Reply · 1 · Like · [Follow Post](#) · January 4 at 11:28am

 **Cyrus Bulsara** · [Subscribe](#) · CEO & President at Professional Consultants & Resources  
 Real friends, FB friends and fake friends..BEWARE!  
 Reply · 1 · Like · [Follow Post](#) · January 4 at 12:21pm

 **Kari McElrea** · Elliot Lake Secondary School  
 wow, I'm glad I'm not the type that tries everything new that comes out right away. I find if you wait a while then google it you'll get better info about whether or not it's a scam or it's legit.  
 A lot of people don't understand that just because it looks like it comes from facebook or just because facebook will let you install the app (for example) it doesn't mean it's safe to do it. Even reading the replies to this warning there is conflicting info. So I'll keep on reading and watching for the truth to get sorted out. I read a lot about online security and scams and, touch wood... I haven't been negatively affected...yet. I appreciate the sharing of this type of info and encourage my friends to keep on helping us all to stay safe.  
 Reply · Like · [Follow Post](#) · January 4 at 12:47pm

Facebook social plugin

29 Responses to "Timeline-related scams develop on Facebook"

**Новият Timeline – повод за изява на интернет разбойниците** says:  
 January 3rd, 2012 at 9:08 pm

[...] Inside Facebook алармират, че страници като по-горната не спират да се появяват и да привличат фенове. Те използват различни методи, но едно и също обещание – да ви върнат стария изглед на вашия профил. Това, разбира се, не е възможно, ако вече сте го активирали, а и съвсем скоро абсолютно всички във вашите приятелски кръгове ще го придобият. [...]

**Utilizatorii Facebook care vor dezactivarea Timeline pot fi inselati « WebRolt – Web & IT** says:  
 January 4th, 2012 at 4:41 am

[...] raport facut public de Facebook pe siteul [insidefacebook.com](http://insidefacebook.com), mai multi scammeri profitand de posibilitatea ca un utilizator Facebook poate sa renunte la noul [...]

**Facebook: Vorsicht vor Timeline-SCAM! | Blog zu Facebook Marketing und Social Media | Facebook Marketing Beratung** says:

January 4th, 2012 at 7:35 am

[...] Umstand nutzen gemäss einem Artikel von [insidefacebook.com](http://insidefacebook.com) Scammer grundlich aus. Mittlerweile bestehen diverse Seiten und Applikationen, die dem Benutzer [...]

**Unpopularity of Facebook Timeline Leads to Scams** says:

January 4th, 2012 at 8:39 am

[...] Inside Facebook, Image credit: Eugene [...]

**WARNING: Scammers Target Anti-Timeline Facebookers** says:

January 4th, 2012 at 9:38 am

[...] The largest, with almost 19,000 likes, has been live for at least two weeks, according to our sibling blog Inside Facebook. [...]

**Timeline abschalten? Betrüger auf Facebook haben Hochkonjunktur - computerbetrug.de - Infos über Gefahren des Internet - computerbetrug.de - Infos über Gefahren des Internet** says:

January 4th, 2012 at 10:42 am

[...] das US-Fachportal "Inside Facebook" jetzt berichtete, entdeckten die Redakteure bei einer kurzen Recherche allein 16 Abzock-Seiten zum Thema Timeline [...]

**No Matter What Facebook Scammers Tell You, You're Stuck With Timeline FOREVER | Gizmodo Australia** says:

January 4th, 2012 at 1:56 pm

[...] covenant from which there is no escape. But for the less tech savvy, scammers have people believing there's a way back to what you once [...]

**No Matter What Facebook Scammers Tell You, You're Stuck With Timeline FOREVER | The Gadget Blogger** says:

January 4th, 2012 at 2:41 pm

[...] covenant from which there is no escape. But for the less tech savvy, scammers have people believing there's a way back to what you once knew. Continue reading [...]

**No Matter What Facebook Scammers Tell You, You're Stuck With Timeline FOREVER [Facebook] at Cammie Wood** says:

January 4th, 2012 at 3:22 pm

[...] covenant from which there is no escape. But for the less tech savvy, scammers have people believing there's a way back to what you once knew. [...]

**No Matter What Facebook Scammers Tell You, You're Stuck With Timeline FOREVER [Facebook] | mark** says:

January 4th, 2012 at 5:00 pm

[...] covenant from which there is no escape. But for the less tech savvy, scammers have people believing there's a way back to what you once knew. [...]

**No Matter What Facebook Scammers Tell You, You're Stuck With Timeline FOREVER [Facebook] « waweru.net** says:

January 4th, 2012 at 5:43 pm

[...] covenant from which there is no escape. But for the less tech savvy, scammers have people believing there's a way back to what you once knew. [...]

**Internet Club Group » Archive » No Matter What Facebook Scammers Tell You, You're Stuck With Timeline FOREVER [Facebook]** says:

January 4th, 2012 at 6:03 pm

[...] covenant from which there is no escape. But for the less tech savvy, scammers have people believing there's a way back to what you once knew. [...]

**No Matter What Facebook Scammers Tell You, You're Stuck With Timeline FOREVER [Facebook] | Andys Planet** says:

January 4th, 2012 at 6:36 pm

[...] covenant from which there is no escape. But for the less tech savvy, scammers have people believing there's a way back to what you once knew. [...]

**เดือนภัยผู้ใช้ facebook ที่ไม่ชอบTimeline ออกกลับไปโปรไฟล์เดิม ระวังตกเป็นเหยื่อพวกสแปม | iT24Hrs** says:

January 4th, 2012 at 8:33 pm

[...] Insidefacebook ได้พบเพจปลอมในชื่อว่า "Remove The Timeline" [...]

**Facebook Spam: Remove The Timeline » lordmats heiterkeit!** says:

January 5th, 2012 at 2:30 am

[...] //via Inside Facebook. [...]

**Facebook Timeline deaktivieren möglich? - webcyclus** says:

January 5th, 2012 at 2:57 pm

[...] In Fällen von Scams, Betrugern oder FAKes wird oft schnell gehandelt und nicht lange nachgedacht.via google\_ad\_client = "pub-0613700178914389"; /\* 336x280, Erstellt 24.07.10 \*/ google\_ad\_slot = [...]

**Ativar a Linha do tempo do Facebook é um caminho sem volta | Info 54** says:

January 5th, 2012 at 3:52 pm

[...] pessoal do Inside Facebook encontrou 16 páginas fraudulentas ligadas ao assunto "Linha do tempo",

reunindo, ao todo, mais [...]

**F Web Soluções – Ativar a Linha do tempo do Facebook é um caminho sem volta** says:

January 5th, 2012 at 4:44 pm

[...] pessoal do Inside Facebook encontrou 16 páginas fraudulentas ligadas ao assunto “Linha do tempo”, reunindo, ao todo, mais [...]

**Ativar a Linha do tempo do Facebook é um caminho sem volta « As coisas do dia a dia** says:

January 6th, 2012 at 1:30 am

[...] pessoal do Inside Facebook encontrou 16 páginas fraudulentas ligadas ao assunto “Linha do tempo”, reunindo, ao todo, [...]

**Warning: Facebook timeline fraud « esetireland** says:

January 6th, 2012 at 2:01 am

[...] the target of a growing number of Timeline-related scams. As of January 3rd, the watchful folks at Inside Facebook were reporting 16 Timeline-related scam pages which had “collectively gained more than 71,000 [...]”

**Timeline Scams Show Why Facebook Should Be More Upfront with Policies | Techland | TIME.com**

says:

January 6th, 2012 at 3:55 am

[...] to Inside Facebook, the pages have collectively accumulated around 71,000 “Likes,” prompting users to [...]

**Ativar a Linha do tempo do Facebook é um caminho sem volta | FoxNet Portal** says:

January 6th, 2012 at 12:15 pm

[...] pessoal do Inside Facebook encontrou 16 páginas fraudulentas ligadas ao assunto “Linha do tempo”, reunindo, ao todo, [...]

**Everyone hates Facebook Timeline** says:

January 6th, 2012 at 9:30 pm

[...] change is so unpopular that there are tons of scams offering to revert your profile: A number of scammers are taking advantage of Timeline backlash by developing pages that include [...]

**Timeline Scams Show Why Facebook Should Be More Upfront with Policies. « PaanLuel Wël: South Sudanese Blogger.** says:

January 6th, 2012 at 9:55 pm

[...] to Inside Facebook, the pages have collectively accumulated around 71,000 “Likes,” prompting users to “invite [...]

**Timeline Scams Show Why Facebook Should Be More Upfront with Policies | bluhost.bz.cm** says:

January 7th, 2012 at 1:10 pm

[...] to Inside Facebook, the pages have collectively accumulated around 71,000 “Likes,” prompting users to “invite [...]

**Beware of scams related to Facebook Timeline! : CU\*Secure** says:

January 8th, 2012 at 3:00 am

[...] dissatisfaction, and scammers are taking advantage of anti-Timeline sentiment. According to Insidefacebook, scammers are creating pages that assure the public that by “liking” the page, watching [...]

**'Remove Facebook Timeline' themed scam circulating on Facebook | ZDNet** says:

January 9th, 2012 at 9:27 am

[...] More from InsideFacebook.com We have found 16 Timeline-related scam pages, which have collectively gained more than 71,000 likes. The largest, with nearly 19,000 likes, has been around for at least two weeks. These pages are among the top search results when searching Facebook for “timeline.” [...]

**Facebook scammers voor anti-timeline | Tijl Vos** says:

January 9th, 2012 at 1:07 pm

[...] grootste met bijna 19.000 likes is pas 2 weken online volgens de het blog van Facebook. De meeste van deze scam-pagina's komen bovenaan als je zoekt op 'timeline'. Een [...]

**Facebook Timeline: Outrage and now Scams « Luke Armour – Digital Marketing and Public Relations Observations, Commentary, Frivolity** says:

January 10th, 2012 at 11:27 am

[...] now the new thing is, as reported by Inside Facebook, is Timeline-related scams develop on Facebook: “A number of scammers are taking advantage of Timeline backlash by developing pages that [...]

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