

## ABSTRACT

In today's internet landscape, social media platforms like Instagram and others have become breeding grounds for various forms of scams, posing significant threats to users' financial security and online trust. Our research offers an integrated solution utilizing machine learning (ML) approaches to tackle this crucial issue. To be more precise, we use sophisticated techniques for the detection of anomalies and natural language processing, such as sentiment analysis and Long Short-Term Memory (LSTM) networks, to examine user behavior and trends on various social media platforms. Our algorithm looks for content in order to proactively identify possible scams and deceptive marketing influences. Our strategy Uses a website that houses the scam reporting and prediction engine, giving customers an easy-to-use interface to recognize and report suspicious activity. our project endeavors to promote integrity and trust in the digital sphere, making the Internet a safer place for all users amidst the evolving landscape of social media scams.