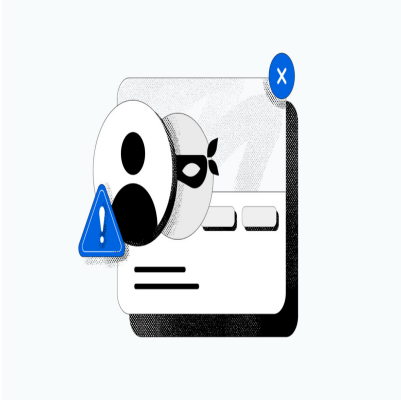
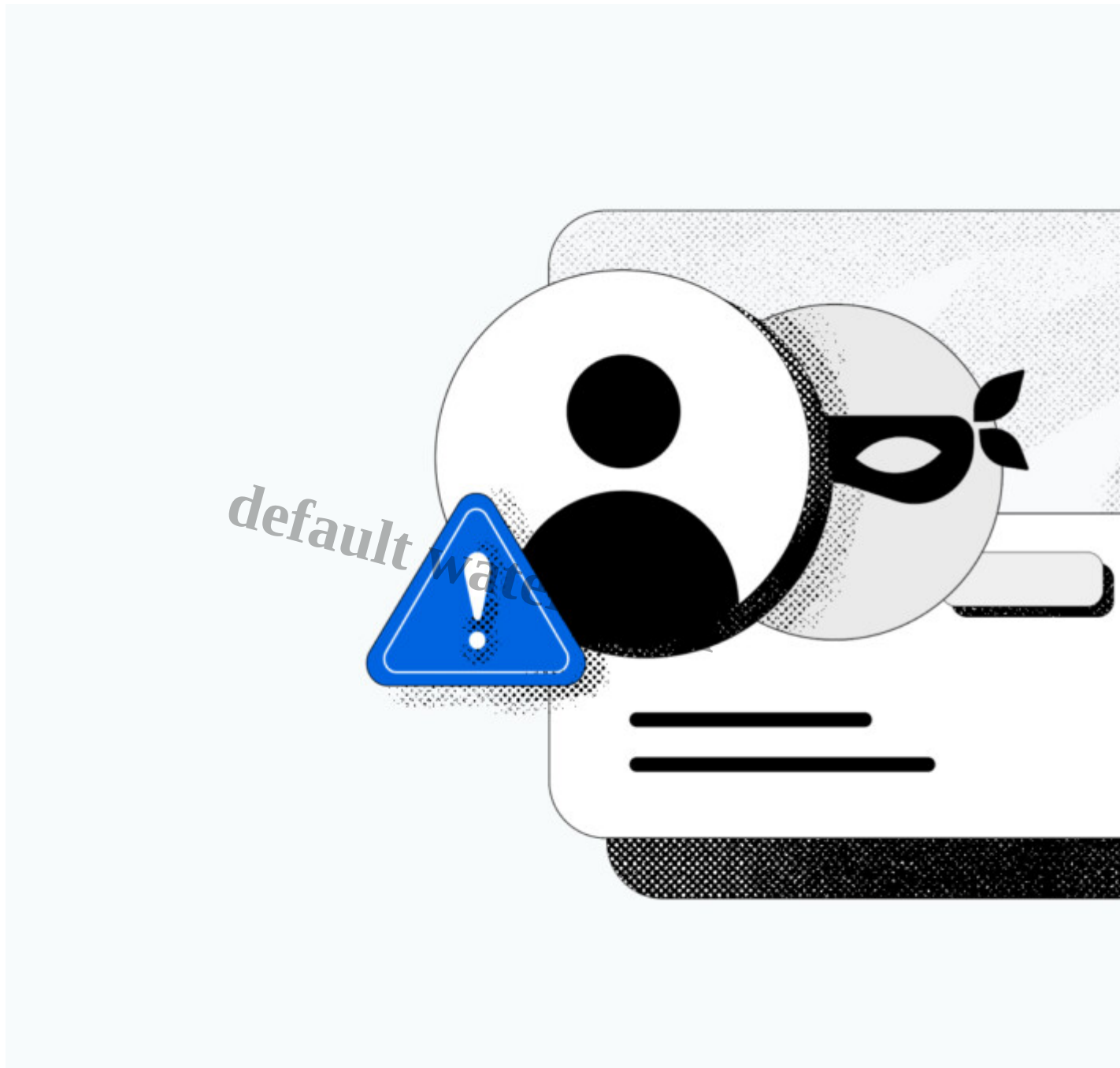




Meta and SPF take down 3.6 million scam shell pages in 2026 partnership

Description

Meta said on **Tuesday, 22 September 2026**, that information sharing with the **Singapore Police Force** this year led it to act against more than **113,000** fraud and scam entities on Facebook and Instagram from January to June, more than **33,600** e-commerce scam entities in a June operation, and over **3.6 million** dormant “shell pages” in July before they could be activated.



Meta published partnership results with the Singapore Police Force on 22 September 2026.
Image: Meta

Under a two-year partnership, SPF signals help Meta investigators dismantle whole scam networks rather than one-off reports alone. Investment scams were the main theme in the January to June haul. The June e-commerce push targeted misleading pricing, fake brand promotions and urgency tactics ahead of the school holidays.

Shell pages and what SPF says

Shell pages look empty: no ads, no obvious violating posts. Meta says scammers pre-build them and switch them on for campaigns later. Working from SPF signals, the company actioned more than 3.6

million of those pages in July 2026.

Senior Assistant Commissioner Justin Wong, Commander of SPF Cyber Command, said the operation cut off infrastructure used to defraud Singaporeans and that SPF will keep expanding data sharing with Meta and other platforms. Meta's Daryl Poon, Director of Law Enforcement Outreach for APAC, said the partnership lets Meta see threats it might miss alone and act at scale.

2FA, passkeys and ScamShield

Meta, SPF and the National Crime Prevention Council are running the "One Step Ahead" public education campaign. It asks users to switch on two-factor authentication and passkeys for Facebook and Instagram, watch WhatsApp linked-device alerts, and use ScamShield. Meta put campaign reach so far at **1.6 million** people in Singapore.

Separately, Meta said it has removed **65 million** scam ads from Facebook and Instagram so far this year, with 94% taken down before anyone reported them. Users can also use the Meta Scam Protection Center and ScamShield for local alerts.

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