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UCT cautions against fake social media adverts featuring VC

The University of Cape Town (UCT) has noted the circulation of fake AI-generated images and videos of Vice-Chancellor Professor Mosa Moshabela purporting to promote some health products or services on social media.

UCT wishes to make it clear that these adverts, posted on Instagram and Facebook as well as on a seemingly fictitious website, are bogus. The university cautions the public against using such products or services, which could have a detrimental effect on people's health.

UCT is addressing this matter and has engaged the relevant platforms in order to have these fake adverts removed. The university will also consider any relevant further action.

The university has noted an increasing trend in these types of fake AI generated adverts using UCT's academic staff. UCT urges the public to be vigilant and to check or report any suspicious activity by calling 021 650 2222.

ENDS

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