

Tech Tip Tuesday (October 21, 2025)



October is *National Cyber Security Awareness Month*

AI Can Fake It. You Don't Have To Fall For It!

What's Happening

--> AI tools can now create deepfakes. These are fake videos, images, and audio that look and sound real.

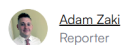
--> Fakes are being used in scams and misinformation, from fake "CEO voice" calls to forged news clips. They're convincing, fast to make, and can be used to manipulate trust.

--> If something feels off - a strange tone, mismatched lighting, or odd lip-sync - pause before reacting or sharing.

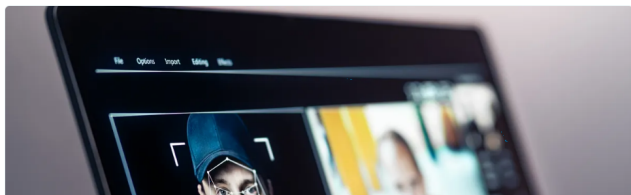
92% of companies have experienced financial loss due to a deepfake

Deepfake fraud attempts have taken form in both audio and video format at an increasing rate, according to new data from Regula.

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Adam Zaki
Reporter



Meet Dr. Deepfake — Master of Digital Deception

From the dark corners of the internet comes **Dr. Deepfake**, a cyber trickster who uses artificial intelligence to create *fake videos, photos, and voices* that look and sound real. Her tools can imitate anyone! Teachers, principals, celebrities, CEOs... no one is safe! She tricks people into believing what isn't true.

Dr. Deepfake's goal? To steal trust. She can make a video of someone saying things they never said or create a fake voicemail asking you to send money, reset a password, or share confidential information.



How to Outsmart Dr. Deepfake

- **Look closely** — watch for unnatural blinking, lip-sync errors, or lighting that doesn't match.
- **Listen carefully** — AI-generated voices can sound flat, robotic, or "off" in emotion.
- **Pause before you believe** — if a video or message feels strange, confirm it through official channels before acting.
- **Trust your instincts** — if it seems too shocking or urgent, it's worth double-checking.



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