**National Consumer Week 2018**

**Social and digital media pack**

National Consumer Week 2018 takes place from 26 November to 2 December. The media launch will take place on 23 November to link in with Black Friday.

**Key messages**

This year the campaign will be focussing on online marketplaces selling goods. It’s an opportunity for organisations nationally and locally to raise awareness of people’s rights when buying items from online marketplaces and what they can do when something goes wrong.

**What are people’s rights?**

If someone is buying a good from an online trader their rights are the same is if they were buying from any other online store:

* They normally have up to 14 days after receiving their goods to change their mind and get a full refund.
* If there’s a problem with their item within the first 30 days from when they bought it, they could get a refund, replacement or repair.
* If it can’t be repaired or replaced, then during the first 6 months, in most cases, they’re entitled to a full refund.

**What can people do if something goes wrong?**

* Contact the seller directly to try to resolve the issue.
* Check the online marketplaces’ terms and conditions. They may have their own protection and dispute resolution systems.
* Some traders belong to an alternative dispute resolution (ADR) scheme, which means they offer a way to solve the problem without going to court.
* If the person bought from a private seller, consider making a claim to the court - this is sometimes called a ‘small claim’.

**Where can people go for more information?**

* Get advice from the Citizens Advice Consumer Helpline at 03454 04 05 06 (03454 04 05 05 for Welsh language).
* Visit the Citizens Advice website for more information on the campaign at [www.citizensadvice.org.uk/ncw18](http://www.citizensadvice.org.uk/ncw18).
* For more general consumer advice visit www.citizensadvice.org.uk/consumer.

This pack will help you to use social media to achieve the campaign’s objectives. It gives information and guidance on the following:

* Quick actions you can take right now
* General guidance
* Actions if you’re short on time
* Actions if you have more time
* Useful links

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| **Quick actions you can take right now**   * **Join our mailing list:**Sign up to our mailing list to let us know you’re taking part and receive updates on the campaign, including notifications of any new resources. * **Tweet this:** Rydym yn cymryd rhan yn Wythnos Genedlaethol y Defnyddwyr 2018 fel bod pobl yn gwybod eu hawliau wrth brynu nwyddau o farchnadoedd ar-lein. Cymerwch ran yn yr ymgyrch yn www.citizensadvice.org.uk/ncw18 #NCW. * **Promote the campaign to local partners:** Encourage other organisations in your community to raise awareness of consumer rights in your area. Promote the resources on [our campaign website](http://www.citizensadvice.org.uk/ncwc18) to local agencies and organisations who work with you. * **Put this text on your own website:**  Rydym yn cymryd rhan yn Wythnos Genedlaethol y Defnyddwyr 2018. Am ragor o wybodaeth, ewch i wefan yr ymgyrch. |

**General guidance**

The social media part of the campaign will be mainly on Twitter and Facebook. Search for the hashtag #NCW to see what’s going on. No matter how much time you have, you can get involved.

This year, we want to make sure people know their online marketplace rights and are aware of what they can do if something goes wrong.

**For partner organisations or groups**, you may want to promote the campaign or our resources to encourage engagement and participation. Please send them the link to [our campaigner website](https://www.citizensadvice.org.uk/ncw18) and encourage them to [get in touch](mailto:campaigns@citizensadvice.org.uk) if they want to know more.

[**Download the campaign resources**](https://www.citizensadvice.org.uk/about-us/our-campaigns/all-our-current-campaigns/NCW/resources/)**.** Here you can view materials to help raise awareness of consumer rights when using online marketplaces.

**Check the Citizens Advice social media channels** for tweets and posts that include updated stats, new advice and promotion of national media across the month.

**Hashtag:** #NCW

**Imagery:** find cover images and other social media assets [on our website](https://www.citizensadvice.org.uk/about-us/our-campaigns/all-our-current-campaigns/NCW/resources/). Please use them from **Monday 26 November**.

**Actions if you’re short on time**

**Add this to your email footer/signature:**

* Gwybod eich hawliau yn y farchnad ar-lein. Ewch i< http://www.citizensadvice.org.uk/ncw18> am ragor o wybodaeth.

**Website:**

* Promote the campaign on your website and link back to our [advice pages.](https://goo.gl/pckqDf)

**Twitter:**

* Mae Wythnos Genedlaethol y Defnyddwyr 2018 yn dechrau ar 26 Tachwedd 2018. Am ragor o wybodaeth am gymryd rhan, ewch i www.citizensadvice.org.uk/nwc18 #NCW
* Mae’n bwysig gwybod eich hawliau gyda marchnadoedd ar-lein yn Wythnos Genedlaethol y Defnyddwyr. Dyma beth i’w wneud os oes rhywbeth yn mynd o’i le <https://www.citizensadvice.org.uk/about-us/our-campaigns/all-our-current-campaigns/NCW/what-are-your-rights/> #NCW

**Facebook:**

* Mae Wythnos Genedlaethol y Defnyddwyr yn dechrau ar 26 Tachwedd. Eleni rydym am i chi wybod eich hawliau wrth brynu rhywbeth o farchnad ar-lein a gwybod beth allwch chi ei wneud os oes rhywbeth yn mynd o’i le. <https://www.citizensadvice.org.uk/about-us/our-campaigns/all-our-current-campaigns/NCW/what-are-your-rights/>

**Conversation starter:**

* Ask people if they’ve ever had problems while using online marketplaces and to share them on Facebook or Twitter using #NCW.

**Actions if you have more time**

**Promote the campaign to local partners:** Encourage other organisations in your community to fight scams and fraud in your area. Promote the resources on [the campaign website](http://www.citizensadvice.org.uk/sam18) to local agencies and organisations who work with you.

**Conversation starter:** ask people to share their experiences of using online marketplaces on Facebook or Twitter using #NCW.

**Below are some example tweets for use throughout the week. Launch day is Monday 26 November, although there will be a media launch on Friday 23 November (Black Friday). Keep an eye out for news stories you might be able to retweet.**

* Mae Wythnos Genedlaethol y Defnyddwyr 2018 yn dechrau ar 26 Tachwedd 2018. Am ragor o wybodaeth am gymryd rhan, ewch i www.citizensadvice.org.uk/nwc18 #NCW
* Mae’n Wythnos Genedlaethol y Defnyddwyr, gofalwch eich bod y gwybod eich hawliau gyda marchnadoedd ar-lein. Dyma ddylech ei ddisgwyl wrth brynu ar-lein a beth i’w wneud os oes rhywbeth yn mynd o’i le [goo.gl/pckqDf](http://goo.gl/pckqDf) #NCW
* Ydych chi am i bobl yn eich cymuned wybod eu hawliau wrth siopa mewn marchnadoedd ar-lein? Ymunwch ag Wythnos Genedlaethol y Defnyddwyr a lawrlwythwch adnoddau yn [www.citizensadvice.org.uk/NCW18](http://www.citizensadvice.org.uk/NCW18) #NCW
* Oeddech chi’n gwybod y gall eich hawliau wrth siopa ar-lein newid yn dibynnu gan bwy rydych chi’n prynu? Am ragor o wybodaeth, ewch i goo.gl/pckqDf #NCW
* Ydych chi wedi cael problem ar ôl prynu rhywbeth o farchnad ar-lein? Beth am gael cyngor ar eich hawliau gan Linell Gymorth Defnyddwyr Cyngor ar Bopeth yn 03454 04 05 05.
* Gwerthu rhywbeth ar farchnad ar-lein? Os ydych chi’n talu’r ffi bostio anghywir fe allech fod yn atebol os oes rhywbeth yn mynd o’i le – gofalwch eich bod yn gwybod eich cyfrifoldebau goo.gl/pckqDf #NCW
* Ydych chi’n gwybod beth yw eich hawliau wrth archebu rhywbeth fydd yn cael ei ddanfon - a beth i’w wneud os nad yw’r parsel yn cyrraedd? Dilynwch daith ryngweithiol parsel i gael gwybod mwy <http://passtheparcel.cymru/>
* Os ydych chi’n gwerthu ar-lein, gofalwch gynnwys cyfeiriad dychwelyd rhag ofn i’r cwmni dosbarthu fethu danfon yr eitem i’ch prynwr. Gair o gyngor <https://www.citizensadvice.org.uk/about-us/our-campaigns/all-our-current-campaigns/NCW/what-are-your-rights/>  #NCW

**Facebook**

* Mae’n Wythnos Genedlaethol y Defnyddwyr 2018. Ydych chi wedi cael problem wrth brynu rhywbeth o farchnad ar-lein? Ewch i’n gwefan i weld beth yw’ch hawliau a beth allwch ei wneud i ddatrys y broblem <https://www.citizensadvice.org.uk/about-us/our-campaigns/all-our-current-campaigns/NCW/what-are-your-rights/>
* Bydd llawer ohonoch chi’n prynu anrhegion o farchnadoedd ar-lein cyn y Nadolig – ond ydych chi’n gwybod eich hawliau? Mae’n Wythnos Genedlaethol y Defnyddwyr felly gofalwch eich bod yn gwybod eich hawliau wrth brynu a gwerthu mewn marchnad ar-lein. Cewch gyngor ar eich hawliau gan Linell Gymorth Defnyddwyr Cyngor ar Bopeth neu ar ein gwefan <https://www.citizensadvice.org.uk/about-us/our-campaigns/all-our-current-campaigns/NCW/what-are-your-rights/>
* Os ydych chi'n siopa Nadolig eleni ar farchnad ar-lein, gwefannau lle mae masnachwyr ac unigolion preifat yn rhestru a gwerthu eu cynnyrch, gofalwch eich bod yn gwybod eich hawliau. Os oes gennych chi broblem, fel eitem ddiffygiol neu eitem heb ei danfon, gallwch gael cyngor ar beth i wneud nesaf gan Linell Gymorth Defnyddwyr Cyngor ar Bopeth 03454 04 05 05.

**U****seful links**

* [Campaign page for stakeholders/campaigners](http://www.citizensadvice.org.uk/NCW18)
* [National Consumer Week 2018 resources](https://www.citizensadvice.org.uk/about-us/our-campaigns/all-our-current-campaigns/NCW/resources/)
* [Citizens Advice consumer advice pages](https://www.citizensadvice.org.uk/consumer/)
* [National Consumer Week 2018 advice page](https://www.citizensadvice.org.uk/about-us/our-campaigns/all-our-current-campaigns/NCW/what-are-your-rights/)
* [Contact the consumer helpline](https://www.citizensadvice.org.uk/consumer/get-more-help/if-you-need-more-help-about-a-consumer-issue/)
* [Report to Trading Standards](https://www.citizensadvice.org.uk/consumer/get-more-help/report-to-trading-standards/)
* [Get Safe Online](http://link)