**Scams Awareness Month 2017**

**Social and digital media pack**

## Play your part, act on scams #scamaware

Scams Awareness Month takes place throughout July 2017 and is an opportunity for organisations nationally and locally to give consumers the skills and confidence to identify scams, share experiences and take action by reporting suspicious activity.

Actions consumers can take are to:

* Get advice from the Citizens Advice Consumer Helpline at 03454 04 05 06 (03454 04 05 05 for Welsh language).
* Report scams to ActionFraud on 0300 123 2040.
* Tell friends, family and neighbours about scams they’ve seen.

This pack also refers to other organisations and regulators that can help consumers with specific scams, such as Royal Mail, The Pensions Regulator, the Financial Conduct Authority, and the Information Commissioner’s Office, amongst others.

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

* [Quick actions you can take right now](#_81giftrfgkvw)
* [General guidance](#_52s5z4lr68b0)
* [Actions if you’re short on time](#_bntsyjtydj5z)
* [Actions if you have more time](#_ih0i44ihg7y)
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  + [Week one (Monday 3rd) - ‘Life established’](#_261us0t85jtm)
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  + [Week three (Monday 17th) - Socially isolated](#_gwzky2fljh59)
  + [Week 4 (Monday 24th) - Over 70](#_7rbgs7ncgenm)
* [Useful links](#_wr5snhusggad)

# Quick actions you can take right now

* **Fill in our participation map:** Let us know you are taking part in Scams Awareness Month  [www.citizensadvice.org.uk/sam17](http://www.citizensadvice.org.uk/sam17)
* **Tweet this:** We’re taking part in Scams Awareness Month 2017 throughout July to help consumers stay #scamaware. Get involved:[goo.gl/MMFqPo](http://goo.gl/MMFqPo)
* **Promote the campaign to local partners:** Encourage other organisations in your local community to fight scams and fraud in your area. Promote the resources and participation map on our ‘campaigner’ website to local agencies and organisations who work with you: [www.citizensadvice.org.uk/sam17](http://www.citizensadvice.org.uk/sam17)
* **Put this on your own website:** We’re taking part in Scams Awareness Month 2017. Find out more by [visiting our campaign webpage.](http://goo.gl/NukSD9)

# General guidance

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

This year, we’re encouraging people to **‘*play your part, act on scams***’ in order to tackle the perennial issues of underreporting and the stigma around falling victim to a scam.

This year we are focussing on different groups of consumers:

* Young people (18-24). This group has seen a sharp rise in the number of victims, and are some of the least likely to report a scam.
* Over 70s. This group have a high level of detriment and are often targeted multiple times.
* Socially isolated and vulnerable people. Those in this group are vulnerable to scams, and are also the hardest to reach on the topic.
* The 'life established' (45-60s). They are impacted by a range of scams and make up the largest group targeted.

Most people you’ll reach on social media will be in the ‘life established’ and ‘young people’ groups, so messages should mainly be targeted at them. Therefore during weeks 3 and 4 our messages will still be generally targeted to the ‘life established’ and ‘young people’ groups, but will be that as well as protecting themselves they can spot and protect others from scams - especially those targeted at the over-70s and socially isolated groups.

We are directing **members of the public** to our new ‘microsite’ for Scams Awareness Month which you can find at <http://scams.citizensadvice.org.uk> or via this shortened link which you can use for Twitter <http://goo.gl/NukSD9>. This site will go live on 30th June.

**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 here: [www.citizensadvice.org.uk/sam17](http://www.citizensadvice.org.uk/sam17) and encourage them to join [our participation map](https://www.citizensadvice.org.uk/about-us/campaigns/current_campaigns/scams-awareness-month/scams-awareness-month-2017/scams-awareness-month-map/).

**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:** #scamaware

**Imagery:** find cover images etc [on our website](https://www.citizensadvice.org.uk/about-us/campaigns/current_campaigns/scams-awareness-month/scams-awareness-month-2017/download-scams-awareness-month-resources/). Please use them from Saturday 1 July

# Actions if you’re short on time

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

* Play your part, act on scams. Visit<http://scams.citizensadvice.org.uk> to find out more.

**Website:**

* Don’t forget to promote this campaign on your website and link back to [our public campaign page.](http://goo.gl/NukSD9)

**Twitter:**

* Scams Awareness Month 2017 kicks off on 1 July 2017. Find out how you can get involved by going to [goo.gl/MMFqPo](http://goo.gl/MMFqPo) #scamaware
* Play your part, act on scams this Scams Awareness Month. Learn to spot, report and talk about scams [goo.gl/NukSD9](http://goo.gl/NukSD9) #scamaware

**Facebook:**

* This month is Scams Awareness Month, an opportunity to play your part, act on scams, and help to fight back against scammers who cost UK consumers millions of pounds each year. We’re here to give you the skills and confidence to spot & stop scams. Head to our website for more info:<http://goo.gl/NukSD9>

**Conversation starter:**

* Ask people to identify scams they’ve encountered and share them on Facebook or Twitter using #scamaware

# Actions if you have more time

**Promote the campaign to local partners:** Encourage other organisations in your local community to fight scams and fraud in your area. Promote the resources and participation map on our ‘campaigner’ website to local agencies and organisations who work with you: [www.citizensadvice.org.uk/sam17](http://www.citizensadvice.org.uk/sam17)

**Conversation starter:** ask people to identify local scams and share them on Facebook or Twitter #scamaware

**Tweets for use throughout the month of July. Launch day is Saturday 1 July.**

* Scams Awareness Month 2017 kicks off on 1 July 2017. Find out how you can get involved by going to [goo.gl/MMFqPo](http://goo.gl/MMFqPo) #scamaware
* Play your part, act on scams this Scams Awareness Month. Learn to spot, report and talk about scams http://goo.gl/NukSD9 #scamaware
* Community organisation that wants to help your area be #scamaware? Join Scams Awareness Month & download resources. [goo.gl/MMFqPo](http://goo.gl/MMFqPo)
* Play your part and act on scams. Follow #scamaware for tips on spotting scams, and how to report them when you do.
* Listen to your gut feeling. Check possible scams with the @CitizensAdvice Consumer Service on 03454 04 05 06 #scamaware
* We’re taking part in Scams Awareness Month 207 throughout July to help consumers stay #scamaware. If you spot a scam, report it!
* Be #scamaware and help us crack down on people who want to take advantage:<http://goo.gl/NukSD9>
* Anyone can be targeted by a scam - follow the link to get advice and stay #scamaware <http://goo.gl/NukSD9>
* Spotted a scam? Play your part and act on scams. Report to @ActionFraudUK<http://bit.ly/1m6z5Ns> #scamaware

**Facebook**

* Scams Awareness Month 2017 is this July. Have you ever fallen victim to a scam? Post your experience and share this post to alert others and stop scammers getting away with it! #scamaware <http://goo.gl/NukSD9>
* Scams affect millions of people each year. That’s why we’re teaming up with partners across the country for Scams Awareness Month 2017. We’re encouraging people to play their part and act on scams in three important ways. You can get advice from the Citizens Advice Consumer Helpline and spot scams, report scams to Action Fraud, and tell friends and family. <http://scams.citizensadvice.org.uk/>
* Play your part, act on scams. Think you’ve seen a scam but not done anything about it? It’s important to report scams to alert the authorities and to help stop others being targeted <http://goo.gl/NukSD9>
* Last year, our clients came to us to seek help for losing millions to scams and fraud. Make sure you’re #scamaware and play your part, act on scams. <http://goo.gl/NukSD9>
* Not sure what to do about a scam? Play your part and act on scams. You can report to Action Fraud or call the Citizens Advice consumer service on 03454 04 05 06 <http://goo.gl/NukSD9>

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# Actions by week and audience

## Week one (Monday 3rd) - ‘Life established’

By ‘life established’ we’re referring to those aged 40 to 60. According to our data, this group is the largest group targeted by scams but won’t necessarily report those scams if they’ve been able to retrieve their money. They are usually targeted by a wide variety of scams because they are more settled and have access to financial assets. This can include anything from pension scams to dating scams to property scams. Find out more about this group by checking our campaigns [briefing here](https://www.citizensadvice.org.uk/Global/CitizensAdvice/campaigns/SAM17/SAM17%20-%20Briefing.pdf)

**Overall Message**

* Report scams you encounter. It's important to report in order to help protect others and to help the authorities.

**Twitter:**

* Play your part, act on scams. Make sure to report scams and alert people to them <http://goo.gl/NukSD9> #scamaware
* Concerned about pensions scams? Check @TPRgovuk for tips on how to protect yourself and what to look out for [e1.m.tt/a/ixgbtbke.html](https://t.co/GipoFGz3YZ)
* Tactics used by scammers can include sending spam texts. Report them to [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns)
* Cold calls or text messages are common pension scam tactics. Get guidance from [www.pensionwise.gov.uk](http://www.pensionwise.gov.uk/) #scamaware
* Computer firms do not make unsolicited phone calls to help fix your computers #scamaware
* If you’re contacted by a firm offering investment, check they’re not on @theFCA black list before proceeding [bit.ly/1n95plr](http://bit.ly/1n95plr)
* Use online dating? Watch out for scammers on dating sites – they cost victims millions of pounds & often go unreported #scamaware

**Facebook**

Have you fallen victim to a scam? Don’t be silent. Its Scams Awareness Month and we’re encouraging people to - Play your part, act on scams! Stigma is a big problem in the fight against scams. Talking about it can not only help you to find support but also prevent others from falling victim. [http://scams.citizensadvice.org,uk](about:blank)

## Week two (Monday 10th) - Young people

There has been a sharp rise in the number of under-25s hit by scams. As ‘digital natives’, many young people feel like they are unlikely to fall for online scams, increasing their vulnerability. Over half of this group are unlikely to report. Young people are especially vulnerable to online and identity fraud. Find out more about this group by checking our campaigns [briefing here](https://www.citizensadvice.org.uk/Global/CitizensAdvice/campaigns/SAM17/SAM17%20-%20Briefing.pdf)

**Overall message:**

* Anyone can be scammed. Even if you are a confident online user, always stay vigilant. Report scams to help others avoid them too.

**Tweets:**

* Watch out for scammers online! One third of scams happen on the web or via email.<http://bit.ly/1QaPPG5>.Stay #scamaware.
* The Internet accounts for 84% of ID fraud – a crime that costs UK consumers £3.3bn a year! #scamaware
* Walk away from jobs that ask you for money in advance [@saferjobs.com bit.ly/1QaPPG5](http://bit.ly/1QaPPG5) #scamaware
* Online shopping scams are the most common fraud in the UK, costing consumer £60m a year. Most losses are around £200 #scamaware
* This week we’re focussing on online scams, which have shot up 60% in 5 years. What’s the sneakiest online scam you’ve seen? #scamaware
* There’s lots of free online security advice @GetSafeOnline to help you stay #scamaware: [www.getsafeonline.org](http://www.getsafeonline.org/)

**Facebook:**

Anyone can be scammed - including you. If you think you see a scam it’s important to report it to alert the authorities and to help stop others being targeted as well. This Scams Awareness Month play your part, act on scams. <http://goo.gl/NukSD9>

## Week three (Monday 17th) - Socially isolated

People can be socially isolated for many reasons such as disability, illness or age. And anyone can be in this group during part of their lives, for instance when dealing with a new situation - from just moving into the area or becoming a new parent. Socially isolated people are often targets for scams and can be most vulnerable to mail, doorstep or phone scams (e.g. banking or prize and lottery scams). Find out more about this group by checking our campaigns [briefing here.](https://www.citizensadvice.org.uk/Global/CitizensAdvice/campaigns/SAM17/SAM17%20-%20Briefing.pdf)

**Overall message:**

* You can help those who might be vulnerable to scams by spotting signs that they may have been targeted and talking about scams to raise their awareness of them, particularly telephone and mail scams.

**Twitter:**

* Want to avoid cold callers on your doorstep? Get a sticker for your front door from your local Trading Standards or police force #scamaware
* If you think a vulnerable friend or relative is falling prey to scammers, @think\_jessica can help [bit.ly/1hUl8Nk](http://bit.ly/1hUl8Nk) #scamaware
* Charity @victimsupport gives free & confidential help to victims of crime, their family, friends & anyone else affected #scamaware
* Warn friends and relatives - you shouldn’t have to pay anything to win a prize #scamaware
* Community group that wants to support those vulnerable to scams? Sign up and download #scamaware resources [goo.gl/MMFqPo](http://goo.gl/MMFqPo)

**Facebook:**

* Mail and doorstep or face to face scams still have many victims in the UK. Do you know someone who might have been affected? Scams Awareness Month is encouraging people to - play your part and act on scams. We have advice on spotting when someone is being targeted by scammers. <http://scams.citizensadvice.org.uk>

## Week 4 (Monday 24th) - People over 70

Older people can experience a high level of detriment from scams and fraud. Not just financially but to their confidence, and quality of life. This group is particularly vulnerable to mail and phone scams and are sometimes deliberately targeted by scammers multiple times. Find out more about this group by checking our campaigns [briefing here](https://www.citizensadvice.org.uk/Global/CitizensAdvice/campaigns/SAM17/SAM17%20-%20Briefing.pdf).

**Overall message:**

* You can help people over 70 by spotting scams they may fall victim to and talking about scams to raise their awareness of them, particularly telephone and mail scams.

**Twitter:**

* Protect your friends & relatives from courier scams. Criminal callers pose as banks & send couriers to pick up your bank card #scamaware
* Warn friends and relatives - you shouldn’t have to pay anything to win a prize #scamaware
* Report all scam mail to @RoyalMail – email scam.mail@royalmail.com #scamaware
* Cold calls or text messages are common pension scam tactics. Get guidance from [www.pensionwise.gov.uk](http://www.pensionwise.gov.uk/) #scamaware
* Gut feeling says scam? Hang up, wait five minutes to clear the line or use another phone to call your bank #scamaware

**Facebook:**

* If you’re rung out of the blue, you should be suspicious. If you get a lot of cold calls, use a call blocker to block unwanted phone calls. You can also sign up to the Telephone Preference Service register. You can find more advice on how to stop nuisance calls and texts here: <https://www.citizensadvice.org.uk/consumer/phone-internet-downloads-or-tv/stop-getting-nuisance-calls-and-texts/>

### **Useful links**

[Public campaign page](https://www.citizensadvice.org.uk/about-us/campaigns/current_campaigns/scams-awareness-month/)

[Campaign page for stakeholders](https://www.citizensadvice.org.uk/about-us/campaigns/current_campaigns/scams-awareness-month/scams-awareness-month/)

Blogs about this campaign will use this tag:[scams awareness month](https://blogs.citizensadvice.org.uk/blog/tag/scams-awareness-month/)

[Our advice pages](https://www.citizensadvice.org.uk/consumer/protection-for-the-consumer/scams/)

[Action Fraud](http://www.actionfraud.police.uk/)

[Financial Conduct Authority scams pages](http://www.fca.org.uk/consumers/scams)

[The Pensions Regulator scams pages](http://www.thepensionsregulator.gov.uk/pension-scams)

[Get Safe Online](https://www.getsafeonline.org/)