**Scams Awareness Month 2018**

 **Social and digital media pack**

Scams Awareness Month 2018 takes place throughout June. It’s an opportunity for organisations nationally and locally to give people skills and confidence to identify scams, share experiences and take action by reporting suspicious activity.

Actions people 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 Action Fraud on 0300 123 2040 or @actionfrauduk on Twitter.
* Tell friends, family and neighbours about scams they’ve seen.

This pack also refers to other organisations and regulators that can help people with specific scams, like Royal Mail, the Pensions Regulator, the Financial Conduct Authority, and the Information Commissioner’s Office.

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](#_81giftrfgkvw)
* [General guidance](#_52s5z4lr68b0)
* [Actions if you’re short on time](#_bntsyjtydj5z)
* [Actions if you have more time](#_ih0i44ihg7y)
* [Actions by week and audience](#_4y2qmzq4ef9f)
	+ [Week one (Monday 4th) - the ‘life established’](#_261us0t85jtm)
	+ [Week two (Monday 11th) - young people](#_8d7p3chr3s05)
	+ [Week three (Monday 18th) -](#_gwzky2fljh59) over 70s
	+ [Week 4 (Monday 25th) -](#_7rbgs7ncgenm) [socially isolated](#_gwzky2fljh59)
* [Useful links](#_wr5snhusggad)

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| Quick actions you can take right now* **Fill in our participation map:** [Let us know you’re taking part](https://www.citizensadvice.org.uk/about-us/campaigns/current_campaigns/scams-awareness-month/sam18/scams-awareness-month-map/) in Scams Awareness Month. You can also see who is participating in your local area.
* **Tweet this:** We’re taking part in Scams Awareness Month 2018 throughout June to help people stay #scamaware. Get involved in the campaign at [www.citizensadvice.org.uk/sam18](http://www.citizensadvice.org.uk/sam18).
* **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 campaign website](http://www.citizensadvice.org.uk/sam18) to local agencies and organisations who work with you.
* **Put this text on your own website:** We’re taking part in Scams Awareness Month 2018. Find out more by visiting [our campaign webpage](http://www.citizensadvice.org.uk/sam18).
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# General guidance

The social media part 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 want to make sure people “**don’t miss a trick**” and are aware of the prevalence of scams and what they can do about them.

This year we continue the focus on 4 different groups:

* Young people (18-24). This group has seen a sharp rise in the number of victims over the last few years, and are some of the least likely to report a scam.
* Over 70s. They have a high level of detriment and are often targeted multiple times.
* Socially isolated. They’re vulnerable to scams, and are also the hardest to reach on the topic.
* The 'life established' (45-60s). They’re 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 our messages have been written to generally target them. As well as protecting themselves they can spot and protect others from scams - especially those targeted at the over-70s and socially isolated groups.

**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/sam18) and encourage them to [join our participation map](https://www.citizensadvice.org.uk/about-us/campaigns/current_campaigns/scams-awareness-month/sam18/scams-awareness-month-map/).

**Visit our** [**partner hub**](https://www.citizensadvice.org.uk/about-us/campaigns/current_campaigns/scams-awareness-month/sam18/partner-hub/)**.** Here you can view materials about raising awareness of scams from our various partners.

**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](http://www.citizensadvice.org.uk/sam18). Please use them from **Friday 1 June**.

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# Actions if you’re short on time

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

* Don’t miss a trick. Be scam aware. Visit[www.citizensadvice.org.uk/sam18](http://www.citizensadvice.org.uk/sam18) to find out more.

**Website:**

* Don’t forget to promote this campaign on your website and link back to [our public advice pages.](https://goo.gl/Ft3iyf)

**Twitter:**

* Scams Awareness Month 2018 kicks off on 1 June 2018. Find out how you can get involved at [www.citizensadvice.org.uk/sam18](http://www.citizensadvice.org.uk/sam18) #scamaware
* Don’t miss a trick this Scams Awareness Month. Learn to spot, report and talk about scams <https://goo.gl/Ft3iyf> #scamaware

**Facebook:**

* June is Scams Awareness Month, an opportunity to play your part, act on scams, and help to fight back against scammers who cost people in the UK millions of pounds each year. We’re here to give you the skills and confidence to spot and stop scams <https://goo.gl/Ft3iyf>

**Conversation starter:**

* Ask people to identify scams they’ve encountered and share them on Facebook or Twitter using #scamaware.
* “Citizens Advice research found that almost three-quarters of people have been targeted by scammers in the last 2 years. When was the last time you saw a scam?”

# 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 campaign website](http://www.citizensadvice.org.uk/sam18) to local agencies and organisations who work with you.

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

**Tweets for use throughout the month of June. Launch day is Friday 1 June.**

* Scams Awareness Month 2018 kicks off on 1 June 2018. Find out how you can get involved at [www.citizensadvice.org.uk/sam18](http://www.citizensadvice.org.uk/sam18) #scamaware
* Don’t miss a trick this Scams Awareness Month. Learn to spot, report and talk about scams <https://goo.gl/Ft3iyf> #scamaware
* Are you part of a community organisation and wants to help your area be #scamaware? Join Scams Awareness Month and download resources at [www.citizensadvice.org.uk/sam18](http://www.citizensadvice.org.uk/sam18).
* Don’t miss a trick - be scam aware. 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 2018 this June to help people stay #scamaware. If you spot a scam, report it @ActionFraudUK
* The @NAOorguk recently estimated an annual loss of £10bn to scams and fraud. Be #scamaware and help us crack down on people who want to take advantage <https://goo.gl/Ft3iyf>
* Anyone can be targeted by a scam - follow the link to get advice and stay #scamaware <https://goo.gl/Ft3iyf>
* Spotted a scam? @ONS statistics show they’re one of the most frequently occurring crimes in England and Wales - make sure you report it to @ActionFraudUK <https://www.actionfraud.police.uk/report_fraud> #scamaware
* Want to know more about scams this Scams Awareness Month? Check out the @metpoliceuk Little Book of Big Scams. <https://goo.gl/st1FfA>

**Facebook**

* It’s Scams Awareness Month 2018. Have you ever fallen victim to a scam? Share this post with your experience to alert others and stop scammers getting away with it #scamaware <https://goo.gl/Ft3iyf>
* Scams affect millions of people each year. That’s why we’re teaming up with partners across the country for Scams Awareness Month 2018. We’re encouraging people to 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 talk to friends and family to make sure nobody misses a trick. <https://goo.gl/Ft3iyf>
* Don’t miss a trick. Be scam aware. Think you’ve seen a scam but not done anything about it? It’s important to report them to alert the authorities and to help stop others being targeted <https://www.actionfraud.police.uk/report_fraud>
* Last year, our clients came to us to seek help for losing millions to scams and fraud. Make sure you’re #scamaware and don’t miss a trick this Scams Awareness Month <https://goo.gl/Ft3iyf>
* Not sure what to do about a scam? Be #scamaware and report it to @ActionFraudUK or call the Citizens Advice consumer service on 03454 04 05 06 <https://goo.gl/Ft3iyf>

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# Actions by week and audience

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## Week one (Monday 4 June) - ‘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 get their money back. They’re usually targeted by a wide variety of scams because they’re 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](https://www.citizensadvice.org.uk/Global/CitizensAdvice/campaigns/SAM18/Briefing_English.pdf)**.**

**Overall Message**

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

**Twitter:**

* Don’t miss a trick. Be scam aware. Make sure to report scams and alert people to them <https://goo.gl/Ft3iyf> #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. Find out the warning signs on the Pension Wise website: <https://www.pensionwise.gov.uk/en/scams> #scamaware
* Computer firms do not make unsolicited phone calls to help fix your computers. Don’t miss a trick. Be #scamaware
* Last year @theFCA received over 8,000 reports of potential investment scams. Before investing always check the FCA Warning List to avoid scams http://www.fca.org.uk/scamsmart
* Use online dating? Watch out for scammers on dating sites – they cost victims millions of pounds & often go unreported. Don’t miss a trick. Be #scamaware
* Last year @ukftweets reported 1.9 million cases of frauds on UK-issued cards, cheque fraud and remote banking fraud. Don’t miss a trick. Be #scamaware.

**Facebook**

Have you fallen victim to a scam? Don’t be silent. It’s Scams Awareness Month and we want to make sure you don’t miss a trick. 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 to scams. <https://goo.gl/Ft3iyf>

One in 10 over-55s report being targeted by scammers since the launch of new pension freedoms in 2015. This Scams Awareness Month, we want to make sure people know the warning signs and how to avoid them. Head over to the Pension Wise website to find out more: <https://www.pensionwise.gov.uk/en/scams>

**Note: We will also be promoting national media around investments scams. You can check the Citizens Advice social media pages for updates at the time.**

## Week two (Monday 11 June) - Young people

Over the last few years, there has been a 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.](https://www.citizensadvice.org.uk/Global/CitizensAdvice/campaigns/SAM18/Briefing_English.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. Be #scamaware <http://bit.ly/1QaPPG5>
* 84% of ID fraud happens online – a crime that costs people in the UK £3.3 billion a year. Don’t miss a trick. Be #scamaware
* Walk away from jobs that ask you for money in advance. Don’t miss a trick. Be #scamaware. Check @saferjobs for more info
* Up to 10% of jobseekers have fallen victim to a scam, including paying money for non-existent checks or calling premium rate phone lines for interviews. Check with @saferjobs to make sure you don’t miss a trick. Be #scamaware.
* Online shopping scams are the most common fraud in the UK, costing people £60 million a year. Most losses are around £200. Don’t miss a trick. Be #scamaware
* Online scams 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. Don’t miss a trick this Scams Awareness Month. Be scam aware. <https://goo.gl/Ft3iyf>

Online scams have shot up 60% in 5 years. What’s the sneakiest online scam you’ve seen? #scamaware

**Note: a short case study video about someone scammed through Instagram will also be promoted over Citizens Advice social media channels. Check our Facebook page throughout the month to view.**

## Week three (Monday 18th) - Older People (over 70s)

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.](https://www.citizensadvice.org.uk/Global/CitizensAdvice/campaigns/SAM18/Briefing_English.pdf)

**Overall message:**

* Help make sure that older people you know don’t miss a trick and fall victim to a scam. If you spot scams they might be targeted with, talk to them about it to raise their awareness - in particular about 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. Don’t miss a trick. Be #scamaware
* Warn friends and relatives - you shouldn’t have to pay anything to win a prize. Don’t miss a trick. Be #scamaware
* Last year Royal Mail seized 3 million scam letters. Report all scam mail to @RoyalMail by emailing scam.mail@royalmail.com. Don’t miss a trick. Be #scamaware
* Cold calls or text messages are common pension scam tactics. Get guidance from [www.pensionwise.gov.uk](http://www.pensionwise.gov.uk/) #scamaware
* Think it might be a scam? Hang up, wait five minutes to clear the line or use another phone to call your bank. Don’t miss a trick. Be #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 <https://www.citizensadvice.org.uk/consumer/phone-internet-downloads-or-tv/stop-getting-nuisance-calls-and-texts/>
* Age UK research found that more than a fifth of older people across the UK who feel like they’ve been targeted by scammers didn’t tell anyone because they felt too embarrassed. Why not start the conversation with them yourselves? Don’t miss a trick. Be #scamaware.
* If you think you or someone you know is receiving scam mail you can report it to @RoyalMail by freepost, email or telephone. You can see more information on their website <https://personal.help.royalmail.com/app/answers/detail/a_id/303>

## Week 4 (Monday 25th) - the 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 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.](https://www.citizensadvice.org.uk/Global/CitizensAdvice/campaigns/SAM18/Briefing_English.pdf)

**Overall message:**

* You can help those who might be vulnerable to scams by spotting signs 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. Visit [www.thinkjessica.com](http://www.thinkjessica.com/) and be #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. Don’t miss a trick. Be #scamaware
* Community group that wants to support those vulnerable to scams? Sign up and download #scamaware resources [www.citizensadvice.org.uk/sam18](http://www.citizensadvice.org.uk/sam18).
* Last year, over 3,500 romance frauds were reported to Action Fraud. If you think someone you know is being targeted by one it’s not too late to help.

**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? This Scams Awareness Month we want to make sure you don’t miss a trick. We have advice on spotting when someone is being targeted by scammers. Be scam aware. <https://goo.gl/Ft3iyf>

### **Useful links**

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

[Scams Awareness Month partner hub](https://www.citizensadvice.org.uk/about-us/campaigns/current_campaigns/scams-awareness-month/sam18/partner-hub/)

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/)