

# Comments from the team



This social media pack has been designed to be used by supporters, organisations, partners, and Friends Against Scams directly.

Each of the following pages will have suggested text for a social media post and an accompanying infographic/image.

We have written captions to accommodate the character limit on X (Twitter). If the slide has an X logo, the suggested text is 280 characters or less. Feel free to mix and match the captions and images in your posts.



NATIONAL TRADING STANDARDS  
Scams Team

Ask Silver

# NEW FRIENDS AGAINST SCAMS APP



GET IT ON  
 Google Play

Download on the  
 App Store

## Suggested text:

 We're excited to launch the Friends Against Scams app, your new tool to help spot and stop fraud.

Through interactive training, learn how to recognise doorstep crime, mail and phone scams.

Use **Ask Silver** to check if a website is legitimate or if a message might be a scam.

 Available on both Apple and Android.

Search for Friends Against Scams in your app store.

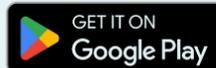
#FriendsAgainstScams #ScamAware



## Friends Against Scams launch new app

Learn how to protect yourself from mail fraud, telephone fraud and doorstep crime.

Check to see if a website is legitimate or if you've received a scam using Ask Silver.



## Suggested text:

 We're excited to launch the Friends Against Scams app, your new tool to help spot and stop fraud.

Through interactive training, learn how to recognise doorstep crime, mail and phone scams.

Use **Ask Silver** to check if a website is legitimate or if a message might be a scam.

 Available on both Apple and Android.

Search for Friends Against Scams in your app store.

#FriendsAgainstScams #ScamAware



 Ask Silver

## FRIENDS AGAINST SCAMS NEW APP

Friends Against Scams have launched a new app where the public can learn about how to protect themselves from scams and use Ask Silver's scam checking tool.



**Online Learning**

By using this online learning platform, you will learn how to protect yourself and others from scams. At the end of the course, you will be able to print a certificate to show that you have completed the course.

Please select a module to get started.

## Suggested text:

Think you could spot a scam? With the new Friends Against Scams app, you can!

 Interactive training teaches you how to identify common scams so you can protect yourself and others.

 Are you concerned about a link or message? Use the integrated **Ask Silver** scam checker to review texts or links.

Available on both Apple and Android.

#FriendsAgainstScams #ScamAware



Friends Against Scams

Ask Silver

## Friends Against Scams launch new app!

**Online Learning**

By using this online learning platform, you will learn how to protect yourself and others from scams. At the end of the course, you will be able to print a certificate to show that you have completed the course.

Please select a module to get started.

Friends Against Scams

GET IT ON  
**Google Play**

Download on the  
**App Store**



## Suggested text:

 Introducing the Friends Against Scams App.

We are excited to launch your new tool designed to help you stay safe from scams.

With the Friends Against Scams app, you can:

- Take interactive training to learn to spot doorstep, mail, and telephone fraud.
- Use **Ask Silver** to check if a website is legitimate.
- Use **Ask Silver** to verify if a message might be a scam.

 Search Friends Against Scams in your app store today.

Available on both Apple and Android.

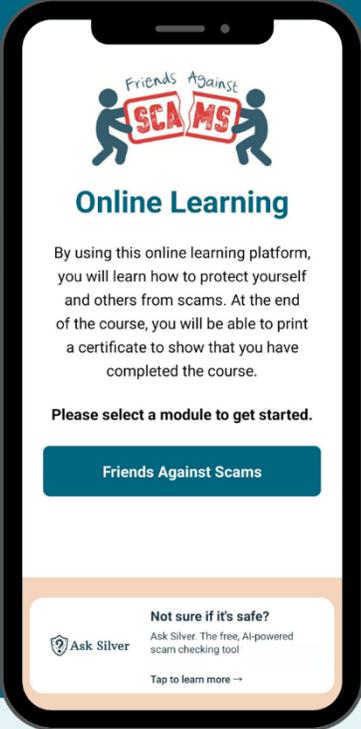
#FriendsAgainstScams #ScamAware



# Friends Against Scams Launch New App

Scam reporting advice

Ask Silver scam checker



**Online Learning**

By using this online learning platform, you will learn how to protect yourself and others from scams. At the end of the course, you will be able to print a certificate to show that you have completed the course.

Please select a module to get started.

**Friends Against Scams**

Not sure if it's safe?  
Ask Silver. The free, AI-powered scam checking tool.  
Tap to learn more →

Learn how to spot scams

Check to see if a website is legitimate

**NATIONAL TRADING STANDARDS**  
Scams Team



**Ask Silver**



## Suggested text:

💡 Introducing the Friends Against Scams App!

🕵️ Learn how to spot doorstep, mail, and phone scams

🌐 Check if a website is real or fake using Ask Silver

📧 Use Ask Silver if a text, call, or letter concerns you

🔍 Search Friends Against Scams

#FriendsAgainstScams #ScamAware



NATIONAL TRADING STANDARDS  
Scams Team

Ask Silver

# NEW FRIENDS AGAINST SCAMS APP

AVAILABLE NOW

Ask Silver

Scam Check

URL

Upload Screenshot

Drag and drop an image

Ask Silver

Scam Check

SCREENSHOT

to analyse

ANALYSE

## Suggested text:

 Introducing the Friends Against Scams App.

Stay safe from scams by:

- Taking training to learn to spot doorstep, mail, and telephone fraud
- Using **Ask Silver** to check if a website or message is legitimate

 Download on Android and Apple today

#FriendsAgainstScams #ScamAware