



National Trading Standards Scams Team Social Media Pack

SCAMS AWARENESS FORTNIGHT

15TH – 28TH JUNE 2020

Comments from the team



This social media pack has been created for Scams Awareness Fortnight.

Each of the following pages will have suggested text for a social media post and an accompanying infographic or poster. Please feel free to create your own posts alongside these infographics and posters, ensuring you use #ScamAware.

The Facebook and Twitter logo on each page shows where the suggested text would be suitable to use (due to character limits on Twitter).


Please find downloadable versions of the Friends Against Scams infographics and posters at www.friendsagainstscams.org.uk and the [Citizens Advice resources](#)

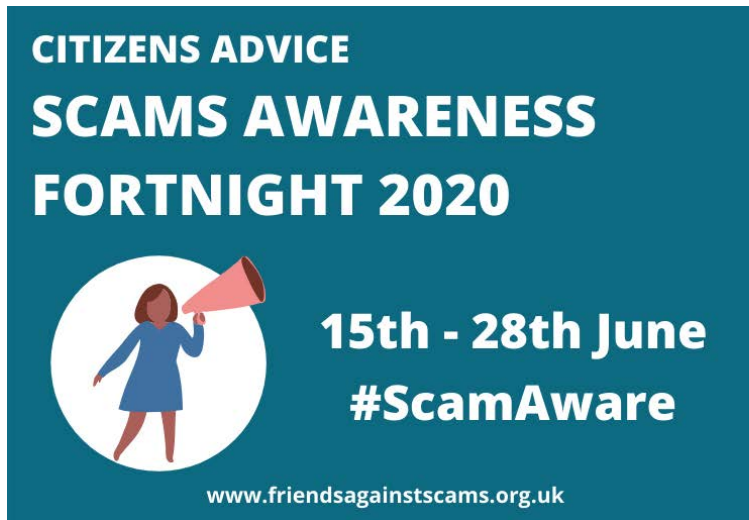


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Suggested text:

We're taking part in the 2020 Scams Awareness Fortnight! We'll be spreading the #ScamAware messaging over the next two weeks. Get involved in the @CitizensAdvice campaign  www.citizensadvice.org.uk/sa20



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Suggested text:

Are you supporting Scams Awareness Fortnight? Follow the link to the @CitizensAdvice website to find out how you can get involved 🖱️

www.citizensadvice.org.uk/sa20

#ScamAware



Suggested text:

The @CitizensAdvice Scams Awareness campaign is a great way to get informed about scams, and how to protect yourself and those around you.

Check if you're #ScamAware by completing the online Friends training at:
www.friendsagainstscams.org.uk



CITIZENS ADVICE
SCAMS AWARENESS
FORTNIGHT 2020



15th - 28th June
#ScamAware

www.friendsagainstscams.org.uk

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Suggested text:

Not everybody has access to social media, and we are ever aware that the #ScamAware messaging may not reach those who need it most.

Take some time out of your day to complete the online Friends Against Scams awareness session, then pick up the phone and speak to family, friends, and neighbours about scams that they may encounter.

www.friendsagainstscams.org.uk



TAKE A STAND AGAINST

TELEPHONE SCAMS

Criminals often use the telephone as a method to gain personal details and con people out of their life savings. Avoid being one of them, protect yourself.



Top 5 Tips To Take A Stand Against Telephone Scams

1. Never give out personal or bank details over the telephone.
2. Don't feel pressured to making a decision over the telephone.
3. If the caller is vague about giving out their company information, hang up.
4. Don't open texts or answer calls from unrecognisable numbers.
5. Consider a call blocking device to filter out unwanted calls.

Remember if you're not sure, get advice and always report a scam



For advice on scams call
Citizens Advice Consumer Helpline: **0808 223 1133**
To report scams contact
Action Fraud: **0300 123 2040**

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Suggested text:

During Scams Awareness Fortnight, why not learn about the different types of scams and protect yourself and others?

Have a read of these five top tips around telephone scams, and share the messages with those around you #ScamAware



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During Scams Awareness Fortnight, why not learn about the different types of scams and protect yourself and others? Have a read of these top tips on telephone scams #ScamAware



Take A Stand Against Scams

Consumers Lose £5-10 BILLION
to scams each year!

Don't add to this staggering figure. Take a Stand!

Top 10 Tips To Take A Stand Against Scams

- 1 **Say NO.** To unwanted, uninvited callers.
- 2 **Be wise to rogue traders.** Too good to be true offers, probably are.
- 3 **Don't feel pressured to make a decision.** Say "No", or say you need advice first.
- 4 **Be wise to postal scams.** No legal company will ask for money to claim a prize.
- 5 **Keep personal details safe.** They could be used fraudulently in the wrong hands.
- 6 **Research the credentials of the company.** Be certain they're not bogus.
- 7 **Be online savvy.** Check who you're communicating with online.
- 8 **Talk to someone you trust.** If you're suspicious.
- 9 **Report a scam.** Help expose the criminals.
- 10 **Know you are not alone.** Anyone can be a victim, report it and get the right support.



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Suggested text:

Are you #ScamAware? Have a
read of these top 10 tips and take
a stand against scams!

One step further, why not take
the online Friends Against Scams
awareness session? ➡

www.friendsagainstscams.org.uk



TAKE A STAND AGAINST MAIL SCAMS

Send £25 to claim your prize
LOTTO WINNER
YOU ARE A £250,000 WINNER
Limited Time Offer Confirm your details

Everyday thousands of people become a victim of mail scams. Don't believe the false promises and protect yourself.

Top 5 Tips To Take A Stand Against Mail Scams

1. Never send money to a company in order to claim a prize or winnings.
2. Watch out for letters with too good to be true offers, it's probably a scam.
3. Don't disclose personal information to people or companies you do not know.
4. If you get a lot of mail get a trusted friend or family member to help you sort through it.
5. If you think the letter is a scam report it and shred it.

Remember if you're not sure, get advice and always report a scam

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Friends Against SCAMS
www.friendsagainstscams.org.uk



Suggested text:

If you or a family member are receiving lots of mail at the moment, why not have a video call with a trusted friend or family member to help you sort through it.

If you are receiving scam mail you can sign up to be a Scam Marshal, find out more information at www.FriendsAgainstScams.org.uk/ScamMarshals



Take A Stand Against Doorstep Scams

Protect Yourself From Doorstep Crime.
If You're Not Sure Don't Open The Door.

Top 5 Tips To Take A Stand Against Doorstep Scams

1. Use a door chain to check who's calling.
2. Don't trade on the door step.
3. Ask a trusted friend or family member for advice on reputable traders.
4. Display a "No Cold Calling" sticker outside your door.
5. Always report any suspicious activity.



Remember if you're not
sure, get advice and
always report a Scam



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0808 223 1133

To report scams contact
Action Fraud: 0300 123 2040

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Suggested text:

Here are five top tips on taking a stand against doorstep scams.

Why not call a family member to spread the #ScamAware message further?

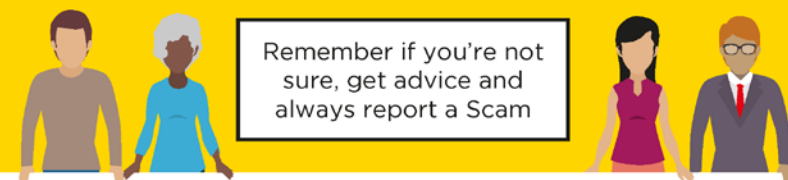


Take A Stand Against Doorstep Scams

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Suggested text:

Here are five top tips on taking a stand against doorstep scams that are important to share with those you care about.

Why not call a friend or family member and make sure they are aware of these tips to help keep them safe from doorstep scams.

#ScamAware



Wash your hands of coronavirus scams!

Friends Against Scams aims to protect and prevent people from becoming victims of scams.

STOP. Be aware of people offering or selling:

- Virus testing kits
- Vaccines or miracle cures – there is currently no vaccine or cure.
- Overpriced or fake goods to protect yourself from coronavirus such as anti-bacterial products.
- Shopping or medication collection services.
- Home decontamination services.

CHALLENGE. Question communications and encourage others to do the same.

- Don't be rushed into making a decision. If it sounds too good to be true, it probably is.
- Only purchase goods and services from legitimate retailers and take a moment to think before parting with money or personal information.
- Don't assume everyone is genuine. It's okay to reject, refuse or ignore any requests. Only criminals will try to rush or panic you. If in doubt, speak to someone you trust.
- If someone claims to represent a charity, ask them for ID. Be suspicious of requests for money up front. If someone attempts to pressurise you into accepting a service they are unlikely to be genuine. Check with family and friends before accepting offers of help if you are unsure.

Be a good Friend,
help to protect
your family,
friends and
neighbours from
scams.

**Read it.
Share it.
Prevent it.**

#ScamAware
#Coronavirus



PROTECT. Contact:

If you think you have been scammed, contact your bank first.
For advice on scams, call the Citizens Advice Consumer Helpline on
0808 223 11 33.

To report a scam, call Action Fraud on **0300 123 2040.**

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To learn more about different types of scams, visit: www.FriendsAgainstScams.org.uk

Suggested text:

There are a lot of coronavirus related scams out there, here are a few things to look out for.

Share these messages with those you care about to help them become #ScamAware



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**Read it.
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#Coronavirus



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To learn more about different types of scams, visit: www.FriendsAgainstScams.org.uk

Suggested text:

Criminals are taking advantage of the current pandemic to scam people out of their money.

During Scams Awareness Fortnight, share some of these messages with those you care about to help them become #ScamAware



**BECOME A FRIEND
AGAINST SCAMS**

**COMPLETE THE ONLINE
TRAINING AT:**

www.friendsagainstscams.org.uk



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#ScamAware

Suggested text:

It's time to take away the shame and take a stand against scams. As part of Scams Awareness Fortnight, why not complete the online training to become a Friend Against Scams today ➡ www.friendsagainstscams.org.uk #ScamAware