

Goals for this campaign



- In phase three for the #NoBlameNoShame campaign, the team wants to achieve the following statements.
- Raise awareness of the tactics that criminals use to defraud victims.
- Explain the different types of vulnerability and how they can make victims more susceptible to scams.
- Raise awareness of current areas of vulnerability in the UK.
- Promote coercive control training to appropriate audiences and guide people to watch the short video and/or the training video.

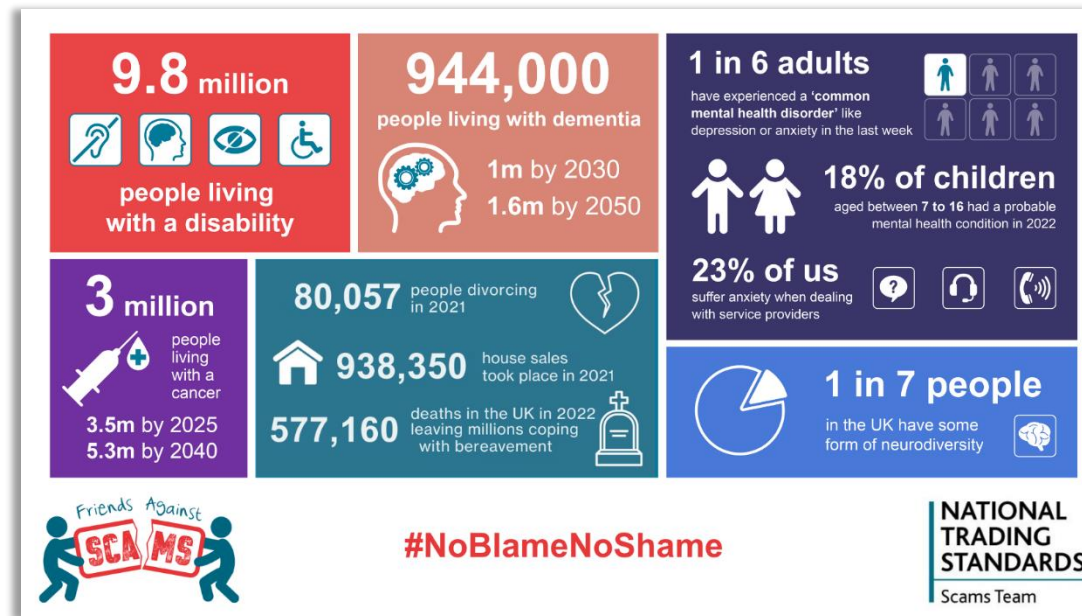
Comments from the team



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 created multiple versions of each post, to accommodate the character limit on X (Twitter). If the slide has an X logo, the suggested text is 280 characters or less. All other slides are suitable for Facebook, LinkedIn or other suitable social media platforms. We have also provided carousel style posts – there is no X version for this as the platform does not support the required number of images.



Suggested text:

Vulnerability isn't always permanent; it often arises from life events like

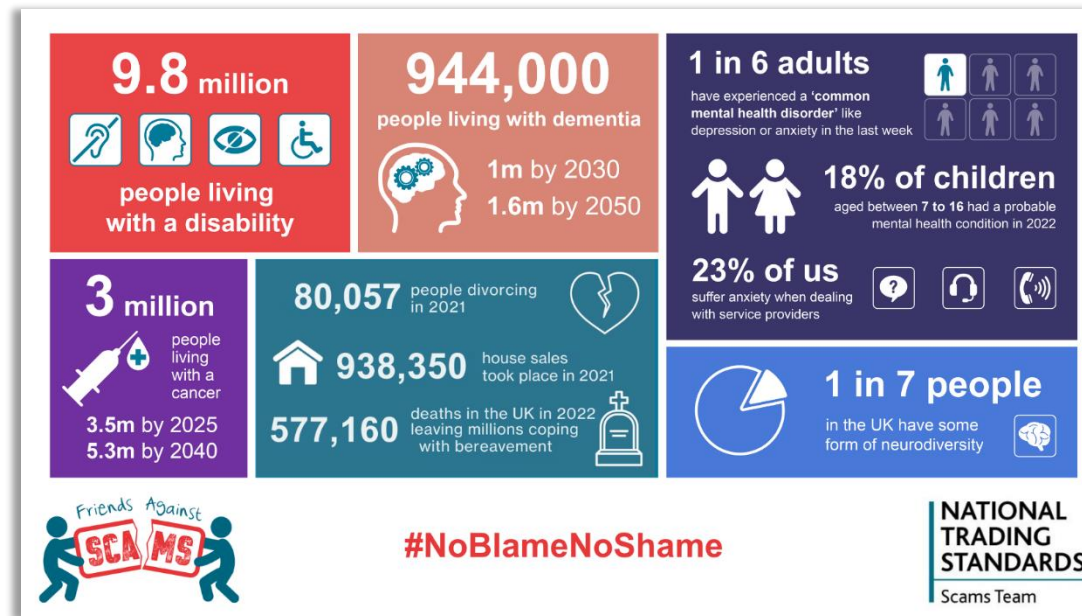
- Bereavement
- Illness
- Job loss
- Divorce

During these times, people are more susceptible to scams. Situational factors like low income, poor mental health, or limited digital skills increase the risk.

To learn more visit

www.friendsagainstscams.org.uk/coercive-control

#NoBlameNoShame



Suggested text:

Vulnerability isn't always permanent; it can arise from life events like

- Bereavement
- Illness
- Job loss
- Divorce
- Moving home

During these times, people are more susceptible to scams.

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#NoBlameNoShame




There are many types of vulnerability in the UK

- 9.8 million people are living with a disability
- 1 in 6 adults have experienced depression or anxiety in the last week
- 1 in 7 adults consider themselves neurodiverse

Vulnerability can make you more susceptible to scams



#NoBlameNoShame



Suggested text:

- ⚠ Vulnerability may arise from various factors including
 - ✓ Long-term health issues e.g. disability, addiction, cognitive or mental health conditions
 - ✓ Major life events such as bereavement, job loss, or divorce
 - ✓ Low resilience causing difficulty coping with financial or emotional shocks
 - ✓ Capability challenges like poor literacy or digital skills, low confidence, and language barriers
 - ✓ Circumstantial factors including low income, debt, caring responsibilities
 - ✓ Age-related challenges like ill health, unfamiliarity with technology or a lack of life experience.

🔔 Vulnerability increases the risk of scams and fraud 🔔

To learn more visit www.friendsagainstscams.org.uk/coercive-control


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- ✓ Long-term health issues
- ✓ Major life events
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- ✓ Poor literacy or digital skills
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Vulnerability increases the risk of scams and fraud.

Learn more at tinyurl.com/coercecontrol

#NoBlameNoShame



FRIENDS AGAINST SCAMS 1/5

SITUATIONAL VULNERABILITY

>

FRIENDS AGAINST SCAMS

@friendsagainstscams

NATIONAL TRADING STANDARDS SCAMS TEAM 2/5

HEALTH

Any long-term disability, addiction, or health problem, like blindness, deafness, difficulty moving or talking, memory loss such as Alzheimer's, learning challenges, or common mental health conditions.

friendsagainstscams.org.uk

NATIONAL TRADING STANDARDS SCAMS TEAM 3/5

LIFE EVENTS

Major life events such as bereavement, loss of employment, divorce or relationship breakdown.

friendsagainstscams.org.uk

NATIONAL TRADING STANDARDS SCAMS TEAM 4/5

NEURODIVERSITY

Neurodiverse individuals are roughly 50% more likely to have been a victim of a fraud or scam than neurotypical - 20% of neurodiverse respondents said they had become the victim of a fraud or scam compared to 13% of neurotypical respondent.

friendsagainstscams.org.uk

NATIONAL TRADING STANDARDS SCAMS TEAM 5/5

WANT TO LEARN MORE?

Visit
friendsagainstscams.org.uk/coercive-control

🔖



Suggested text:

We all experience vulnerability at different times whether that's during a bereavement, a divorce, or a period of ill health.

We often say that people are not vulnerable, it's their situation that causes it. The situation may change, so the period of vulnerability can be temporary.

Vulnerability increases the risk of fraud and scams.

To learn more visit

www.friendsagainstscams.org.uk/coercive-control

#NoBlameNoShame



FRIENDS AGAINST SCAMS 1/5

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Friends Against SCAMS

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friendsagainstscams.org.uk

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friendsagainstscams.org.uk



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friendsagainstscams.org.uk

Suggested text:

 Vulnerability increases the risk of fraud and scams 

We often say that people are not vulnerable, it's their situation that causes it. The situation may change, so the period of vulnerability can be temporary.

To learn more visit tinyurl.com/coercecontrol

#NoBlameNoShame



NATIONAL TRADING STANDARDS SCAMS TEAM 1/6

MARKETPLACE VULNERABILITY

Understanding how unfamiliar or complex markets increase the risk of fraud and scams.



friendsagainstscams.org.uk

NATIONAL TRADING STANDARDS SCAMS TEAM 2/6

UNFAMILIAR MARKETS

Vulnerability increases when people engage in a market for the first time or after a long absence. This applies to situations like switching energy providers, buying an electric car, investing in cryptocurrency or purchasing a funeral plan.

friendsagainstscams.org.uk

NATIONAL TRADING STANDARDS SCAMS TEAM 3/6

COMPLEX CHOICES

Vulnerability can be caused by market contexts, for example when we must choose between complex alternatives or make decisions on the basis of imperfect information.

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NATIONAL TRADING STANDARDS SCAMS TEAM 4/6

45% of over 75s don't have Wi-Fi at home.


Without internet access or digital skills, many can't verify information or use online tools safely, making them more vulnerable to fraud and scams.

friendsagainstscams.org.uk



NATIONAL TRADING STANDARDS SCAMS TEAM 5/6

WANT TO LEARN MORE?

Visit [friendsagainstscams.org.uk/coercive-control](https://www.friendsagainstscams.org.uk/coercive-control)



Suggested text:

 Vulnerability increases the risk of fraud and scams. 
Vulnerability can be caused by market contexts. For example when we must choose between complex alternatives or make decisions based on imperfect information.

Some examples include:

- Switching gas or electricity providers
- Switching bank accounts
- Buying an electric car
- Buying a funeral plan
- Investing in cryptocurrency

To learn more visit www.friendsagainstscams.org.uk/coercive-control

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NATIONAL TRADING
STANDARDS SCAMS TEAM 1/5

MARKETPLACE VULNERABILITY

Understanding how unfamiliar or complex markets increase the risk of fraud and scams.



friendsagainstscams.org.uk

NATIONAL TRADING
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friendsagainstscams.org.uk

NATIONAL TRADING
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friendsagainstscams.org.uk

NATIONAL TRADING
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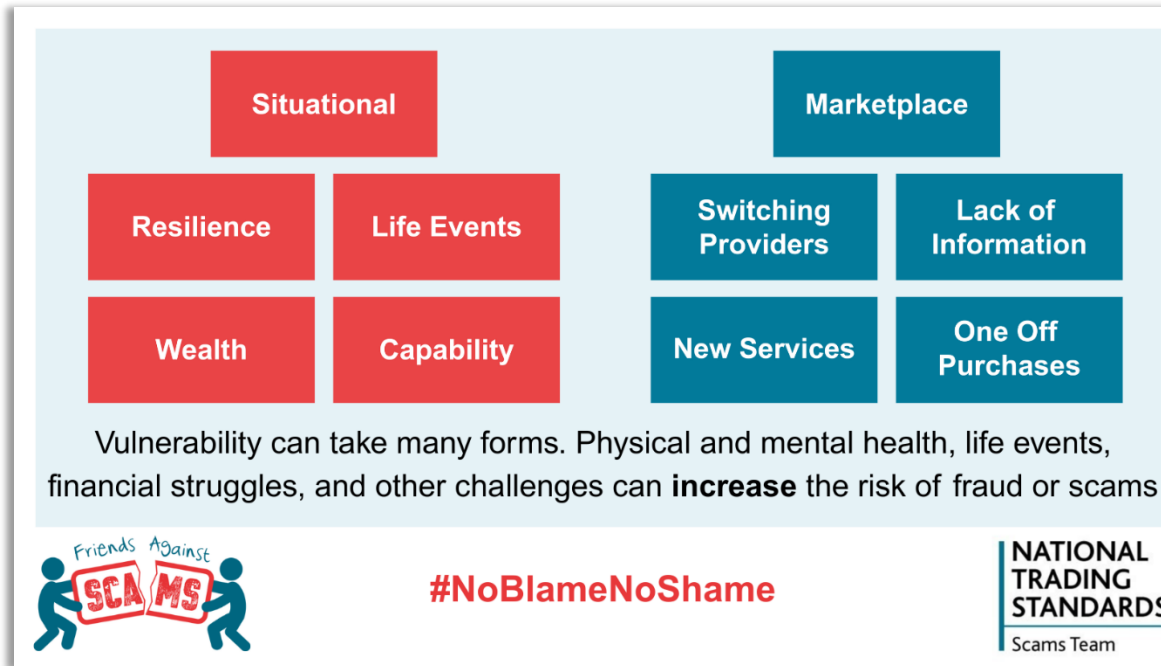
🚨 Vulnerability increases the risk of fraud and scams. 🚨

You are vulnerable when:

- ✅ Switching gas or electricity providers
- ✅ Switching bank accounts
- ✅ Buying an electric car
- ✅ Buying a funeral plan
- ✅ Investing in cryptocurrency

Learn more tinyurl.com/coercecontrol

#NoBlameNoShame



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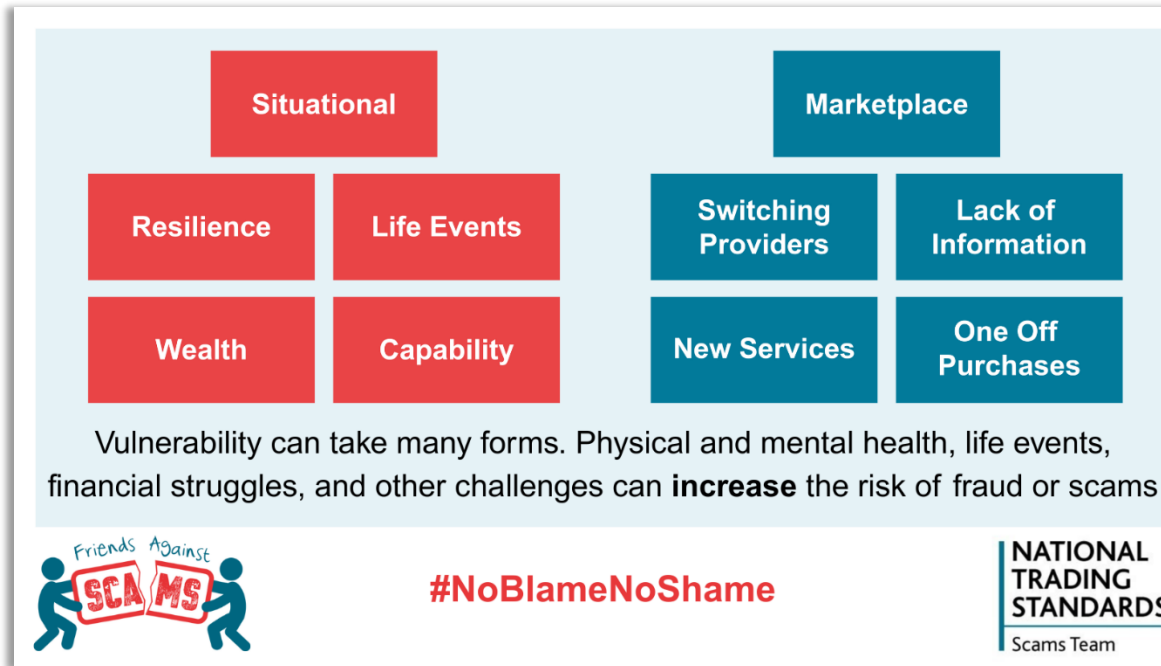
⚠ Situational vulnerability stems from life's challenges, like job loss, family issues, having a baby, death, divorce, moving home, cognitive impairment, mental health.

⚠ Marketplace vulnerability happens when making difficult or unfamiliar decisions, like changing utility providers or engaging with new services.

🚨 Both increase the risk of scams and fraud 🚨

To learn more visit
www.friendsagainstscams.org.uk/coercive-control

#NoBlameNoShame



Suggested text:

⚠ Situational vulnerability comes from life challenges like job loss, divorce, or mental health.

⚠ Marketplace vulnerability arises with tough or unfamiliar choices, like switching providers.

🚨 Both increase the risk of scams and fraud 🚨

Learn more: tinyurl.com/coercecontrol

#NoBlameNoShame



Suggested text:



#NoBlameNoShame

NATIONAL
TRADING
STANDARDS
Scams Team

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- ⚠ Vulnerability may arise from various factors including
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#NoBlameNoShame



Suggested text:



Situational vulnerability stems from **life challenges**.

Marketplace vulnerability happens when making **difficult or unfamiliar decisions**.

Both increase the risk of scams and fraud.



#NoBlameNoShame

NATIONAL
TRADING
STANDARDS
Scams Team



Suggested text:

Vulnerability may arise from various factors

- ✓ Long-term health issues
- ✓ Major life events
- ✓ Difficulty coping with shocks
- ✓ Poor literacy or digital skills
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Vulnerability increases the risk of scams and fraud.


Learn more at tinyurl.com/coercecontrol


#NoBlameNoShame





THE TIME TO ACT IS NOW

 'Perfect storm' of vulnerability.

 Ageing population and cognitive decline, cost of living crisis, mental health epidemic.


 New markets, artificial intelligence, internet.


With an aging population, a cost-of-living crisis, and a mental health epidemic, the need for action has never been more urgent.


 **#NoBlameNoShame** 

Suggested text:

The time to act is now.

 We are currently facing a perfect storm of vulnerability.

 The UK is experiencing a cost-of-living crisis, a mental health epidemic, and has an ageing population.

 As new artificial intelligence (AI) technologies emerge and the internet continues to grow, the reality is clear: there's a scam out there for everyone.

To learn more visit


www.friendsagainstscams.org.uk/coercive-control


#NoBlameNoShame



Suggested text:

 We are facing a perfect storm of vulnerability


 The UK is in a cost-of-living crisis, a mental health epidemic, and an ageing population


 With new artificial intelligence technology and a growing internet, there's a scam for everyone


Learn more tinyurl.com/coercecontrol

#NoBlameNoShame



THE TIME TO ACT IS NOW

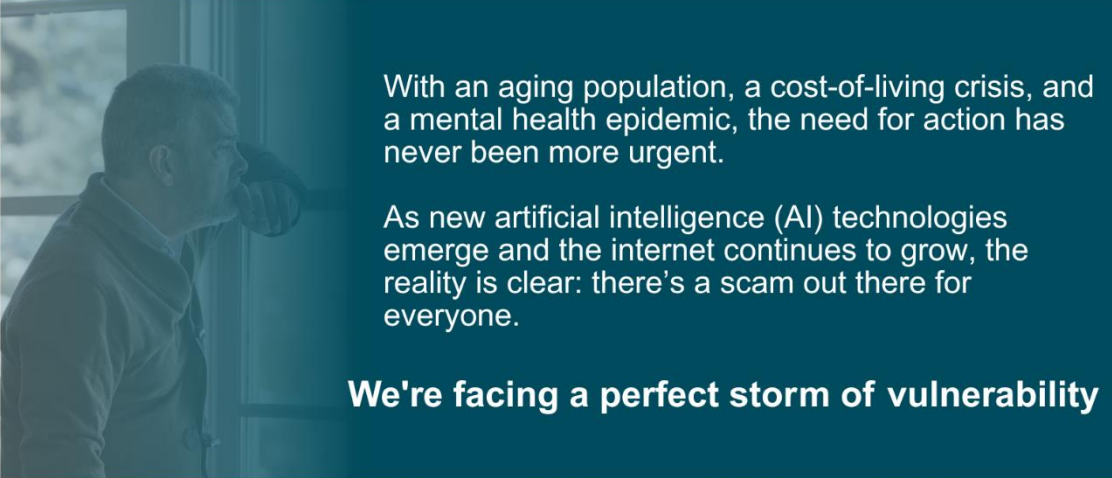
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 **#NoBlameNoShame** 




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We're facing a perfect storm of vulnerability



#NoBlameNoShame



Suggested text:

The time to act is now.

🇬🇧 We are currently facing a perfect storm of vulnerability.

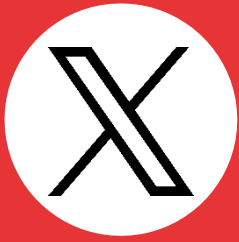
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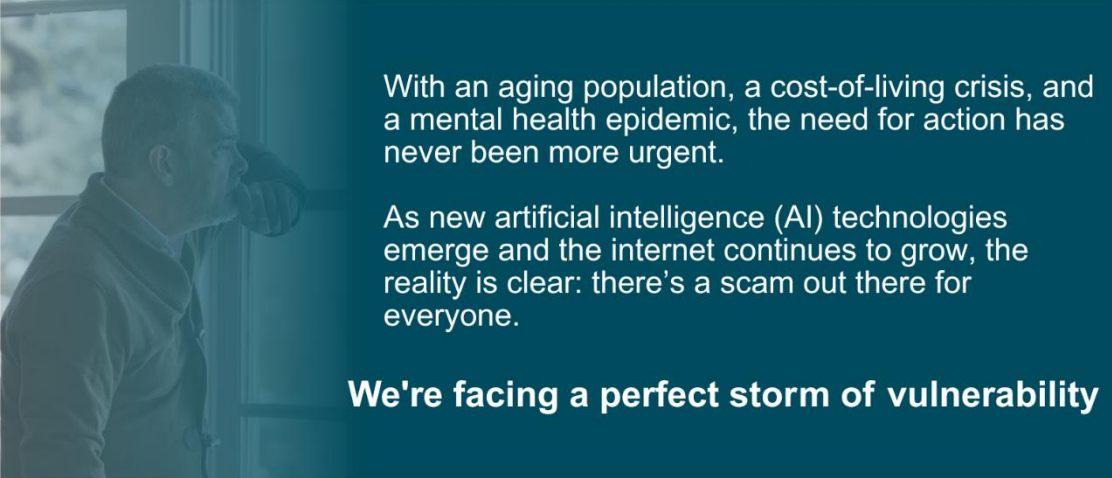
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👤 We are facing a perfect storm of vulnerability

👴 The UK is in a cost-of-living crisis, a mental health epidemic, and an ageing population

💻 With new artificial intelligence technology and a growing internet, there's a scam for everyone

Learn more tinyurl.com/coercecontrol

#NoBlameNoShame



Criminals are experts at using befriending and grooming techniques to lure their victims

they start by appearing

and quickly become

#NoBlameNoShame

NATIONAL TRADING STANDARDS
Scams Team

Suggested text:

Criminals use grooming techniques to lure victims

Criminals start by being friendly and helpful, then become persuasive, persistent, and aggressive.

In doorstep scams, the physical presence of the criminal at the victim's home greatly increases the ability for physical force and intimidation to be applied or to have greater access to a person's property and belongings.

To learn more visit

www.friendsagainstscams.org.uk/coercive-control

#NoBlameNoShame



Criminals are experts at using befriending and grooming techniques to lure their victims

they start by appearing

and quickly become

Appears Legitimate Helpful

Friendly Charming

Persuasive Aggressive

Persistent Threatening Intimidating

Friends Against SCAMS

#NoBlameNoShame

NATIONAL TRADING STANDARDS
Scams Team

Suggested text:

🚨 Criminals use grooming techniques to lure victims 🚨

They start friendly and helpful, then become persuasive, persistent, and aggressive.

In doorstep scams, intimidation and physical force are often used as a tactics.

Learn more: tinyurl.com/coercecontrol


#NoBlameNoShame




Note: this post doesn't have a graphic to upload. The youtube link should provide a popup on your post. As there are two links, please ensure the correct pop up is used.

Suggested text:

 This ITV report highlights how criminals use legitimacy and intimidation tactics to deceive.

 With rising concerns about Artificial Intelligence (AI) and its misuse, this is a timely reminder of the dark side of AI and how easily anyone can be manipulated.

 As you watch, see if you can spot the tactics these criminals are using.

www.youtube.com/watch?v=xVwnAlUgu7k

To learn more visit:


www.friendsagainstscams.org.uk/coercive-control


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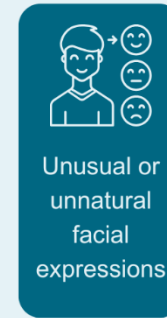
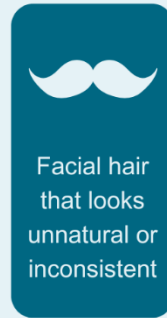
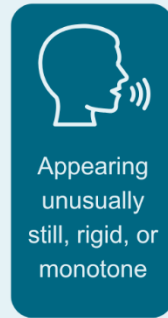
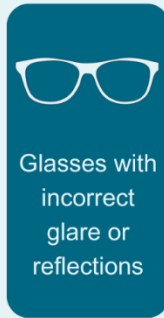
www.youtube.com/watch?v=xVwnAlUgu7k

Learn more tinyurl.com/coercecontrol

#NoBlameNoShame



TIPS TO SPOT DEEPPFAKES



#NoBlameNoShame



Suggested text:

Deepfakes are created by using artificial intelligence (AI) to manipulate existing footage or audio to make someone appear to say or do something they never did.

💡 5 Common Deepfake Scams

- 1 Investment Scams: Fake videos of public figures like Martin Lewis promoting “can’t-miss” investment deals.
- 2 Romance Scams: AI-created profiles build fake relationships online, then ask for money.
- 3 Extortion Scams: Criminals use voice cloning to pretend to be a family member in trouble, urgently asking for money.
- 4 Celebrity Ad Scams: Fake ads using public figures to sell products they never endorsed.

🛡️ Learn how to protect yourself by becoming a Friend Against Scams www.friendsagainstscams.org.uk/online-awareness-training-video

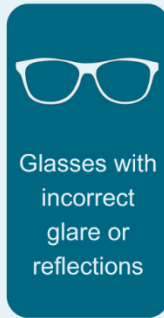
#NoBlameNoShame



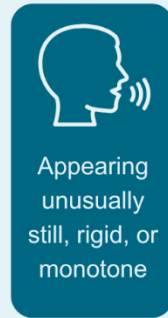
TIPS TO SPOT DEEPPFAKES



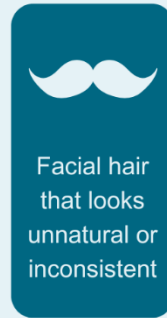
Abnormal blinking (too much or too little)



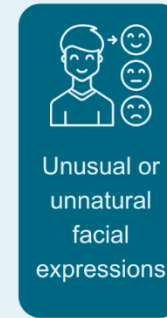
Glasses with incorrect glare or reflections



Appearing unusually still, rigid, or monotone



Facial hair that looks unnatural or inconsistent



Unusual or unnatural facial expressions



#NoBlameNoShame

NATIONAL TRADING STANDARDS
Scams Team

Suggested text:

Deepfakes use artificial intelligence (AI) to manipulate audio/video, making someone appear to say/do something they never did.

💡 Common Scams:

- 1 Fake investment
- 2 Romance scams
- 3 Voice cloning extortion
- 4 Fake celebrity ads

🛡️ Learn more: tinyurl.com/coercecontrol

#NoBlameNoShame



Suggested text

Vulnerability comes in many forms.

🧐 Sometimes it can be caused by life's difficult circumstances, or by times when we must make tough or unfamiliar choices when making a purchase.

🚨 Vulnerability increases the risk of fraud and scams. 🚨

🛡️ Learn how to protect yourself by becoming a Friend Against Scams
www.friendsagainstscams.org.uk/online-awareness-training-video

#NoBlameNoShame



#SCAMWARE

NATIONAL TRADING STANDARDS
Scams Team

Friends Against SCAMS

WHAT A SCAM IS
TYPES OF SCAMS
SIGNS OF A SCAM
TOP TIPS
WHAT YOU CAN DO

0:37 / 8:09 • Introduction >

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Vulnerability comes in many forms.

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🚨 This increases the risk of fraud and scams.

🛡️ Become a Friend Against Scams:

tinyurl.com/coercecontrol

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