**National Consumer Week 2017: Not what you signed up for?**

**Social media pack**

#BeforeYouSign

**Summary**

National Consumer Week 2017 launches on Monday 27th November (Cyber Monday).

The theme of this year’s campaign will be issues with subscriptions and subscription traps. Tying in with the Cyber Monday launch, there will be a particular focus on online subscription issues.

Subscription issues can include: signing up for a fixed term deal, trial or promotion and it not being made clear (or consumer forgetting) that they will be auto-enrolled into on-going payments. Consumers often sign up for subscriptions unwittingly and can face problems cancelling in future.

Subscription traps are a more deliberately misleading practice, which usually involve the company involved using deceptive language and misleading terms and conditions. With traps, products are usually advertised as free samples, where the consumer is asked to pay for postage and packing.

**Campaign objectives**

* Raise awareness and understanding amongst consumers about subscriptions and subscription traps (so that consumers can make informed choices).
* Raise awareness of consumer rights and avenues of redress amongst consumers in cases where something has gone wrong.

**Key messages**

Our key messages for the campaign will seek to raise consumer awareness of subscription issues and consumer rights. With an online focused campaign, the main tool of promotion will be social media, and will be used to educate consumers on subscriptions and subscription traps and signpost to relevant websites.

**Strapline**

NCW 2017 will run under the campaign strapline of: ‘Not what you signed up for?’

**Hashtags**

Campaign hashtags to be used together:

* #BeforeYouSign
* #NCW2017

**Key messages**

* Don’t get more than you signed up for online
* Read the small print and know your cancellation rights
* Make sure you check #BeforeYouSign
* Be smart on subscriptions and know exactly what you are signing up for online

**General guidance**

This pack will help you to use social media to achieve the campaign’s objectives.

It contains the following:

* Template tweets
* Template Facebook posts
* Social media planner to organise content.

The campaign will focus on Twitter and Facebook. However, if there are other channels deemed appropriate for the campaign’s audience, utilise these too.

Search hashtag #NCW2017 and #BeforeYouSign to join the conversation and engage with other stakeholder’s content.

This social media pack is designed to support you to promote the key campaign messages online and raise awareness and understanding to consumers.

**Template tweets**

Use the template tweets below throughout the campaign period – launch day is Monday 27th November. To promote NCW 2017, you can pre-promote the week prior to launch.

As the campaign runs over a 1-week period, we want to make a big impact. We suggest that you tweet up to once per day, however, ensure the messages are different if you are posting each day to avoid over-saturating your audiences.

CAS will be tweeting one post each day on Twitter, so like and share our content where possible.

**Examples:**

* Next week is National Consumer Week. If you want to sign up to a subscription make sure you know exactly what it is you’re agreeing to #BeforeYouSign [www.cas.org.uk/NCW2017](http://www.cas.org.uk/NCW2017)
* It’s Cyber Monday! The biggest online retail day of 2017, and the start of National Consumer Week #BeforeYouSign [www.cas.org.uk/NCW2017](http://www.cas.org.uk/NCW2017)
* If you’re signing up for a subscription this #CyberMonday, make sure you read the small print #BeforeYouSign
* Not what you signed up for? Make sure you understand your rights as a consumer and avoid subscription traps [www.cas.org.uk/NCW2017](http://www.cas.org.uk/NCW2017) #BeforeYouSign #NCW2017
* A free trial might sound great but make sure you read the T&Cs #BeforeYouSign as they can lead to subscriptions and continuous payments #NCW2017
* Seen a great deal online? Check it’s a genuine company – the web page should start with https:// and display a padlock #BeforeYouSign
* We’re taking part in National Consumer Week to help consumers who are signing up to subscriptions know their rights #BeforeYouSign
* Our Consumer Service can give pre-shopping advice to reduce risk. You can call them on 03454 040 506, open 9-5pm Mon-Fri #BeforeYouSign
* Having an issue with a subscription? Contact our Consumer Service on 03454 040 506, open 9-5pm Mon-Fri #BeforeYouSign
* Make sure you know what you’re getting #BeforeYouSign. Follow the hashtag for tips on signing up to subscriptions and join the conversation #NCW2017

**Template Facebook posts**

Use the template Facebook posts below throughout the campaign period – launch day is Monday 27th November. To promote the campaign, you can pre-promote the week prior to launch.

As the campaign runs over a 1-week period, we want to make a big impact. We suggest that you post up to once per day, however, ensure the messages are different if you are posting each day to avoid over-saturating your audiences.

CAS will be posting each day on Facebook, so like and share our content where possible.

**Examples:**

* Next week is National Consumer Week, a chance for consumers to learn about their consumer rights when signing up to subscriptions and what to do if something goes wrong. If you sign up to a subscription make sure you know what you are agreeing to #BeforeYouSign.
* National Consumer Week launches today! This year we’re helping consumers to understand subscriptions, how to avoid subscription traps and what to do if something goes wrong when you have signed up online. Head to our website for more info: [www.cas.org.uk/NCW2017](http://www.cas.org.uk/NCW2017) #BeforeYouSign
* It’s Cyber Monday! The biggest online retail day of 2017. With lots of great deals out there today, make sure you understand exactly what you are signing up for before entering into an online subscription. Head to our website for tips on being smart on subscriptions: [www.cas.org.uk/NCW2017](http://www.cas.org.uk/NCW2017)
* There are quick and easy things you can check #BeforeYouSign: What’s the payment method? How long is the subscription? How do you cancel? #NCW2017
* Make sure you understand the subscription terms #BeforeYouSign and don’t get more than you signed up for! You should always read the small print and check your cancellation rights #NCW2017
* Beware of free trials and free samples online. They can often lead to subscriptions that you weren’t clearly communicated to you. Know your cancellation rights #BeforeYouSign [www.cas.org.uk/NCW2017](http://www.cas.org.uk/NCW2017)
* Having an issue with a subscription or concerned about rights #BeforeYouSign? You can contact our Consumer Service on 03454 040 506 for advice, lines are open 9-5pm Monday – Friday.

**Images**

Using images or graphics to support your content online is important.

We will be providing social media graphics that you can download from our website, specifically for participating bureau.

Alternatively, you should use relevant and appropriate images to support your posts, this will help boost engagement and provide users with a good visual stimulus.   
  
**Useful links**

* [www.cas.org.uk/NCW2017](http://www.cas.org.uk/NCW2017)

**Helpful contacts**

Emily Liddle, Campaigns Officer at [emily.liddle@cas.org.uk](mailto:emily.liddle@cas.org.uk)