**Scams Awareness 2019**

**Social media and digital toolkit**

# Summary

Scams Awareness is an annual opportunity for organisations nationally and locally to work together and provide a cohesive public awareness campaign. We want to continue to reduce the risk and impact of scams by raising awareness and encouraging people to take action – recognising, reporting and talking about issues that surround scams.

Although anyone can be a victim to a scam, there are certain groups in society that are more frequently targeted by scammers. Whether this is a young person being targeted via a social media pop-up tying them into a subscription trap or an older person who receives an unexpected visit on their doorstep from a trusted provider without credentials.

Scams aren’t just a minor inconvenience to people. Aside from financial loss, they can cause distress and misery and even if a scam has been avoided, it can lead to widespread loss of consumer confidence.

Underreporting and stigma continue to be barriers in combatting scams and fraud. There are so many types of scams, with new scams tactics consistently emerging and tricking consumers; as well as scams that we don’t know about, which makes it very difficult to help, prevent and support those who have fallen victim.

This years’ campaign will run from Monday 10th June – Sunday 23rd June. This toolkit provides guidance and tips for your social media campaign throughout Scams Awareness 2019, to support you in achieving the campaign’s objectives.

**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 [www.cas.org.uk/SA2019](https://www.cas.org.uk/SA2019) and encourage them to complete the Citizens Advice [participation map.](https://www.citizensadvice.org.uk/sa19/)

**Campaign objectives**

* To tackle the stigma that surrounds scams and encourages people to talk about their experiences and help others.
* To promote the importance of getting advice and tackle the under-reporting of scam.
* To equip consumers with the skills they need to recognise scams.

# Social media objectives

* Drive traffic to [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Present key campaign messages to a range of consumers online.
* Increase consumer knowledge on how to report scams in Scotland.

# General guidance

This toolkit will help you plan and create content for your social media channels that will then be used to meet both the campaign and social media objectives. It is designed to support you in promoting the key campaign messages and to direct the consumers to the public advice site.

* This year, we are using the tagline: **Stop, report, talk.**
* The national social media campaign will run on Facebook and Twitter. However, if there is another social media channel that you utilise, you can adapt the content as you see fit.
* Search for the hashtag #ScamAware on Twitter or Facebook to join the conversation.   
  No matter how much time you have, you can get involved by re-posting, re-tweeting and sharing Scams Awareness 2019 content.

**Hashtag guidance**

* Use **#ScamAware** as per previous Scams Awareness campaigns
* Use the hashtag to join the conversation and to ensure your content appears under the **#ScamAware** feed on social channels.
* You can search the hashtag on both Twitter and Facebook to find content you would like to share and comment on.

**Top tips for responding to users on social media**

When posting on social media, you also have a responsibility to ensure users on your social channels are responded to and provided information as requested.

* **Make time:** Social media management can be time-consuming, but when you are campaigning, you should map out a segment of your day that you can use to engage with users and respond to comments. Think of a social media user in the same way a client in your CAB, they have needs in the same way.
* **Creating responses**: What is your bureau position and advice on this issue and what to do you want to articulate to users? Remember to be consistent and you can create draft responses before you post on social media, so you are prepared.
* **Draft response example:** Thank you for sharing your experience of scams with us. Through our Citizens Advice Bureau, we deal with a number of scams cases, which often cause huge detriment to people. If you have been a victim of a scam, or think you have been a victim, our advice would be to always report it, you can do this by dialling Police Scotland on 101. Book an appointment or attend one of our drop-in sessions where an adviser would be more than happy to provide advice. Alternatively, you can check out our online advice here: [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* **Difficult users:** One of the biggest apprehensions to posting on social media is often the fear of negative or difficult users on your social channels. The topic of scams could provoke an emotional response and oftentimes, social media is the one place that people can vent their frustrations. If you have a negative response from a user, follow these steps:
  + - 1. Respond as quickly as you can, this will help to diffuse a situation.
      2. Take time to read over the persons’ comment; are they asking you a question or are they being purposefully negative? If they are asking a question, respond calmly and politely. You are there to provide further information, so you can direct the user to the public advice site or the Advice Direct Scotland consumer service if they are seeking further advice.
      3. Encourage users’ to send you a private message, if you can, to take any negativity off your public social media channels. This will give you another avenue to discuss in a constructive manner.
      4. Remember key messages, your role when promoting the campaign on social media is to raise awareness of scams and provide advice.
      5. If they are being threatening, swearing or insulting language, delete the comment and block the user – in no capacity should you accept offensive behaviour.

**Template posts**

* Scams Awareness 2019 launches on Monday 10th June to media. **Until this time, template posts should not be used on social media, press or any other media channel.**
* You can promote the Scams Awareness 2019 campaign to create a sense of excitement and a template post for this type of activity in the template post pack suite below.
* We would recommend you promote the campaign as much as possible throughout the fortnight, with at least three posts each week to engage with target demographics.

**Quick actions:**

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

* Stop, report, talk. Be scam aware. Visit [insert your URL] to find out more.

**Website:**

* Don’t forget to promote this campaign on your website and link back to: [www.citizensadvice.org.uk/scotland/sa2019/](https://www.citizensadvice.org.uk/scotland/sa2019/)

**Twitter:**

* Scams Awareness 2019 kicks off on Monday 10th June. Find out how you can get involved at [insert your URL] #ScamAware
* During our Scams Awareness campaign, be #ScamAware and learn ways to spot, report and talk about different scams [www.citizensadvice.org.uk/scotland/sa2019/](https://www.citizensadvice.org.uk/scotland/sa2019/)

**Facebook:**

* Our annual Scams Awareness campaign is 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 [www.citizensadvice.org.uk/scotland/sa2019/](https://www.citizensadvice.org.uk/scotland/sa2019/)

**Conversation starter:**

* Ask people to identify scams they’ve encountered and share them on Facebook or Twitter using #ScamAware.
* Citizens Advice Scotland research found that 46% Scottish consumers have been targeted by a scam in the last year. When was the last time you spotted 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 Citizens Advice participation map [here](https://www.citizensadvice.org.uk/sa19/) 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 campaign. Launch day is Monday 10th June.**

**Twitter**

* Scams Awareness 2019 kicks off on 10th June. We want you to be #ScamAware. Find out how you can get involved at: [www.cas.org.uk/SA2019](https://www.cas.org.uk/SA2019)
* Learn to stop, report and talk when you see a scam: [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Are you part of a community organisation and wants to help your area be #ScamAware? Join this year’s Scams Awareness campaign and download resources at [www.cas.org.uk/SA2019](https://www.cas.org.uk/SA2019)
* Stop, report, talk. Follow #ScamAware for tips on spotting scams and how to report them when you do [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Top tip: use a strong, separate password for your email account. Be #ScamAware. [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Report scams to Advice Direct Scotland’s consumer service 0808 164 6000   
  They will give you advice on what to do next and report to @TSScot to investigate if the business has acted illegally or unfairly.
* We’re joining the Scams Awareness 2019 campaign this June to help people be #ScamAware. If you spot a scam, report it @PoliceScotland [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Anyone can be targeted by a scam - follow the link to get advice and stay #ScamAware [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Not sure what to do about a scam? Be #ScamAware report it to @PoliceScotland or call the Advice Direct Scotland consumer service on 0808 164 6000 [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)

**Facebook**

* It’s our 2019 Scams Awareness campaign. 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 [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Report scams to Advice Direct Scotland’s consumer service 0808 164 6000   
  They will give you advice on what to do next and report to @TSScot to investigate if the business has acted illegally or unfairly.
* Scams affect millions of people each year. That’s why we’re teaming up with partners across Scotland for Scams Awareness 2019. We’re encouraging people to act on scams in three important ways:   
  1. You can get advice from your local Citizens Advice Bureau   
  2. Report scams to Police Scotland on 101   
  3. Talk to friends and family so that they learn how to spot scams too  
  If you think it could be a scam then stop, report, talk   
  [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Stop, report and talk when it comes to scams. Think you’ve seen a scam but not done anything about it? It’s important to alert the authorities and to help stop others being targeted. Be #ScamAware [www.scotland.police.uk/keep-safe/personal-safety/identity-theft-fraud-and-scams](http://www.scotland.police.uk/keep-safe/personal-safety/identity-theft-fraud-and-scams)
* Not sure what to do about a scam? Be #ScamAware and report it to @PoliceScotland 101 or call the Advice Direct Scotland consumer service on 0808 164 6000

**Actions by week and audience**

**Campaign messages:**

* Across the Citizens Advice Bureaux network last year, we saw an 86% increase in advice given on scams to clients. We need to continue to campaign and ensure everyone in Scotland is #ScamAware [www.cas.org.uk/SA2019](http://www.cas.org.uk/SA2019)
* 46% Scottish consumers\* have been targeted by a scam, at least once, in the past year.   
  Help make sure that people you know are #ScamAware so that they don’t fall victim.   
  \*CAS annual consumer tracker survey 2019
* We asked over 1,000 Scottish people why they thought people get scammed.  
  82% reported that scammers are very clever and use deceitful tactics  
  Stop, report, and talk. Scammers want you to stay quiet.   
  #ScamAware

**Young people:**

* Spotted a scam? Use your voice. Scammers hope you’ll stay quiet. By reporting a scam you can help others: [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Fallen victim to a scam? We want you to talk about it! Stigma is a big problem in the fight against scams but talking about it can not only help you to find support but also prevent others from falling victim: [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* You’re on Instagram, see tickets to music festival that’s sold out offered at a great price. Take a minute, check the page credentials and make sure you know exactly what you’re buying, before you part with your cash: [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* HMRC will never send email notifications about tax rebates or refunds.   
  If you receive one do not: open any attachments or disclose any personal or financial information.   
  Stop, report, talk and be #ScamAware
* 36%\* young people in Scotland have been targeted by a fake refund scam  
  HMRC will never send you an email notification about a tax refund or rebate.  
  Stop, report and talk about scams: [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)  
  \*CAS annual consumer tracker survey 2019
* Top tip: Fraudsters may spoof a genuine email address or change the ‘display name’ to make it appear genuine. Always check the sender email address and if you have any suspicions, report phishing. Never share your personal details via email with an unknown sender.
* Stigma leaves people who have been targeted by scammers reluctant to speak up. We want you to speak up and protect others around you from being a victim to a scam. Call @PoliceScotland on 101 or head to our advice online: [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)

**Older people:**

* Help support older people around you and make sure they are #ScamAware. If you spot a scam they might be targeted by, talk to them – in particular telephone and mail scams.
* Protect your friends, relatives and neighbours from mail scams. Each year Royal Mail seizes millions of scams letters. Report all mail scams to @RoyalMail by emailing scam.mail@royalmail.com. Stop, report, talk. Be #ScamAware
* Cold calls and unsolicited text messages are common tactics that target older people.   
  If you think you’ve been targeted visit your local Citizens Advice Bureaux for advice and support [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Been called out of the blue? Think it might be a scam? Hang up, wait 5 minutes to clear the line or use another phone to call your bank. Stop, report, talk. Be #ScamAware[www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* Is an older person in your family receiving more junk mail than usual? Encourage them to stay #ScamAware and stop, report and talk if you think they could be being scammed: [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)
* 47% older people in Scotland have been targeted by a computer repair scam.  
  Computer firms do not make unsolicited calls to help fix your computer.   
  Stop, report, talk and be #ScamAware
* What is a computer repair scam?
  + Victim cold-called and told there is a problem with their computer
  + Scammer will be under guide of well-known, legitimate company such as Microsoft
  + For a nominal fee, the suspect will fix it
  + Scammer will gain remote access to the computer
  + Once the fee is paid, the ‘problem’ will be ‘resolved’
  + Victim loses money, scammer logs off, often with additional programmes installed to gain access to personal data

Stop, report and talk to Police Scotland on 101 or visit your local CAB.

**Note:** Throughout the campaign, we will be promoting national media around scams. You can check the CAS national Facebook and Twitter pages for updates throughout the campaign period.

# Imagery

* We have created social media graphics that you can use to target the demographics during the campaign. They are available to download on our [resources hub](https://www.cas.org.uk/campaigns/scams-awareness-2019/scams-awareness-2019-resources) online or on BrandBase (if you are part of the Citizens Advice Network).

**Useful links**

* [www.cas.org.uk/SA2019](http://www.cas.org.uk/SA2019)
* [www.citizensadvice.org.uk/scotland/sa2019/](http://www.citizensadvice.org.uk/scotland/sa2019/)

# Campaign contacts

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