

# Scams Awareness Campaign 2019

## Social and digital media pack

Scams Awareness Campaign 2019 takes place over 2 weeks in June. It's an opportunity for organisations nationally and locally to give people the skills and confidence to identify scams, share their experiences and take action by reporting suspicious activity.

People can:

- Stop and get advice from the Citizens Advice Consumer Helpline at 03454 04 05 06 (or 03454 04 05 05 for Welsh language).
- Report scams to Action Fraud on 0300 123 2040 or @actionfrauduk on Twitter.
- Talk with friends, family and neighbours about scams they've seen.

This pack also refers to other organisations and regulators that can help people with specific scams, like Royal Mail, the Pensions Regulator, the Financial Conduct Authority, and the Information Commissioner's Office.

This pack will help you to use social media to achieve the campaign's objectives. It gives information and guidance on the following:

- Quick actions you can take right now
- General guidance
- Actions if you're short on time
- Actions if you have more time
- Actions by week and audience
  - Week one (Monday 10th) - older people
  - Week two (Monday 17th) - the 'life established'
- Useful links

### Quick actions you can take right now

- **Fill in our participation map:** [Let us know you're taking part](#) in this year's Scams Awareness campaign. You can also see who is participating in your local area. This is a good way to be inspired, join up activities, and to get in touch with one another.
- **Tweet this:** We're taking part in the 2019 Scams Awareness campaign, launching 10 June. We'll be helping people stay #scamaware now and all year around. Get involved in the campaign at [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19).
- **Promote the campaign to local partners:** Encourage other organisations in your local community to fight scams and fraud in your area. Promote the resources and participation map on [our campaign website](#) to local agencies and organisations who work with you.
- **Put this text on your own website:** We're taking part in Scams Awareness Campaign 2019. Find out more by visiting [our campaign webpage](#).

## General guidance

The social media part of the campaign will be mainly on Twitter and Facebook. Search for the hashtag #scamaware to see what's going on. No matter how much time you have, you can get involved.

This year, we want to make sure people **“stop, report, talk”** if they think they're being targeted by a scam, and know what they can do about them.

This year we continue the focus on 2 different groups:

- Older people. They have a high level of detriment and are often targeted multiple times.
- The 'life established' (45-60s). They're impacted by a range of scams and make up the largest group targeted.

Most people you'll reach on social media will be in the 'life established' group or younger, so our messages have generally been written to target them. As well as protecting themselves, they can spot and protect others from scams - especially those targeted at the over-70s or other vulnerable people they may come into contact with.

**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 [our campaigner website](#) and encourage them to [join our participation map](#).

**Visit our [partner hub](#)**. Here you can view materials about raising awareness of scams from our various partners.

**Check the Citizens Advice social media channels** for tweets and posts that include updated stats, new advice and promotion of national media across the campaign.

**Hashtag:** #scamaware

**Imagery:** find cover images and other social media assets [on our website](#). Please use them from Monday 10th June.

## Actions if you're short on time

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

- Stop, report, talk. Be scam aware. Visit [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19) to find out more.

### Website:

- Don't forget to promote this campaign on your website and link back to [our public advice pages](#).

### Twitter:

- Scams Awareness campaign 2019 kicks off on 10 June. Find out how you can get involved in helping people be #scamaware [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19).
- During our Scams Awareness campaign, be #scamaware and learn ways to stop  report  and talk  about different scams [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19).

### Facebook:

- This year's Scams Awareness campaign kicks off on 10 June. It's an opportunity to get involved, be #scamaware and help 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/sa19](http://www.citizensadvice.org.uk/sa19).

### Conversation starters:

- Ask people to identify scams they've encountered and share them on Facebook or Twitter using #scamaware.
- "Citizens Advice research found that almost three-quarters of people have been targeted by scammers over the previous 2 years. When was the last time you saw 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 resources and participation map on [our campaign website](#) 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 10 June.

- Scams Awareness campaign 2019 kicks off on 10 June. We want you to be #scamaware. Find out how you can get involved at [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19).
- Learn to stop, report and talk when you see a scam <https://bit.ly/2VV7Lgv>. Let's be #scamaware
- Are you part of a community organisation and want to help your area be #scamaware? Join this year's Scams Awareness campaign and download resources at [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19).
- Stop, report, talk. Be scam aware. Follow #scamaware for tips on spotting scams, and how to report them when you do. <https://bit.ly/2WdHg5p>.
- Top tip: use a strong, separate password for your email account. Be #scamaware. <https://bit.ly/2WdHg5p>.
- Could it be a scam? Listen to your gut feeling and stay #scamaware. Check possible scams with the @CitizensAdvice Consumer Service on 03454 04 05 06 (or 03454 04 05 05 for Welsh language) <https://bit.ly/2WdHg5p>.
- We're taking part in the 2019 Scams Awareness campaign this June to help people stay #scamaware. If you spot a scam, report it @ActionFraudUK <https://bit.ly/2CwMv5O>
- The @NAOorguk recently estimated that people lose £10 billion to scams and fraud each year. Be #scamaware and help us crack down on people who want to take advantage <https://bit.ly/2VV7Lgv>
- Anyone can be targeted by a scam - follow the link to get advice and stay #scamaware [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19)
- Spotted a scam? @ONS statistics show they're one of the most frequently occurring crimes in England and Wales - make sure stay #scamaware and report it to @ActionFraudUK <https://bit.ly/2CwMv5O>

- Want to know more about scams? Check out the @metpoliceuk Little Book of Big Scams and be #scamaware. <https://bit.ly/2zzh5Kp>

## Facebook

- It's our 2019 Scams Awareness campaign - have you ever fallen victim to a scam? Share this post along with your experience to alert others and stop scammers getting away with it #scamaware [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19)
- Scams affect millions of people each year. That's why we're teaming up with partners across the country as part of our Scams Awareness campaign. We're encouraging people to act on scams in 3 important ways: 1. Get advice from the Citizens Advice Consumer Helpline 2. Report scams to Action Fraud 3. Talk to friends and family so that they learn how to recognise a scam too. If you think it could be a scam then stop, report, talk. [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19) Be #scamaware
- 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 report them to alert the authorities and to help stop others being targeted. Be #scamaware. <https://bit.ly/2CwMv5O>
- Last year, our clients came to us to seek help for losing millions to scams and fraud. Make sure you're #scamaware and stop, report, talk if you see a scam [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19)
- Not sure what to do about a scam? We're helping you be #scamaware this Scams Awareness Campaign. Report scams to @ActionFraudUK or call the Citizens Advice consumer service on 03454 04 05 06 (or 03454 04 05 05 for Welsh language) <https://bit.ly/2VV7Lgv>

## Actions by week and audience

### Week one (Monday 10th) - Older People (over 70s)

Older people can experience a high level of detriment from scams and fraud. Not just financially but to their confidence and quality of life. This group is particularly vulnerable to mail and phone scams and are sometimes deliberately targeted by scammers multiple times. You can find out more about this group in our [campaigns briefing](#).

#### Overall message:

- Help make sure that older people you know are scam aware so that they don't fall victim to a scam. If you spot scams they might be targeted with, talk to them about it to raise their awareness - in particular about telephone and mail scams.

#### Twitter:

- Protect your friends & relatives from courier scams. Criminal callers pose as banks & send couriers to pick up your bank card. Stop, report, talk. Be #scamaware <https://bit.ly/2WdHg5p>
- Warn friends and relatives - you shouldn't have to pay anything to win a prize. Stop, report, talk. Be #scamaware <https://bit.ly/2QcLapu>
- Each year Royal Mail seizes millions of scam letters. Report all scam mail to @RoyalMail by emailing scam.mail@royalmail.com. Stop, report, talk. Be #scamaware
- Cold calls or text messages are common pension scam tactics. Stay #scamaware Get guidance from <https://bit.ly/1HgKxUW>
- 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 <https://bit.ly/2WdHg5p>
- 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. <https://bit.ly/2WdHg5p>

#### Facebook:

- If you're rung out of the blue, you should be suspicious. If you get a lot of cold calls, use a call blocker to block unwanted phone calls. You can also sign up to the Telephone Preference Service register. You can find more advice on how to stop nuisance calls and texts. Be #scamaware <https://bit.ly/1VZDB4G>

- Age UK research found that more than a fifth of older people across the UK who feel like they've been targeted by scammers didn't tell anyone because they felt too embarrassed. Why not start the conversation with them yourselves? Stop, report, talk. Be #scamaware.
- If you think you or someone you know is receiving scam mail you can report it to @RoyalMail by freepost, email or telephone. You can see more information on their website <https://bit.ly/2evvPzG> Be #scamaware

## Week two (Monday 17th June) - 'Life established'

By 'life established' we're referring to those aged 40 to 60. According to our data, this group is the largest group targeted by scams but won't necessarily report those scams if they've been able to get their money back. They're usually targeted by a wide variety of scams because they're more settled and have access to financial assets. This can include anything from pension scams to dating scams to property scams. You can find out more about this group in our [campaigns briefing](#).

### Overall Message

- Report scams you encounter. It's important to report to help protect others and to help the authorities catch scammers.

### Twitter:

- Stop, report, talk. Be #scamaware. Make sure to report scams and alert people to them [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19)
- Concerned about pensions scams? Check @TPRgovuk for tips on how to protect yourself and what to look out for. Stay #scamaware <https://bit.ly/2QfB5s5>
- Tactics used by scammers can include sending spam texts. Be #scamaware 'Report them to <https://bit.ly/2wci6W3>
- Cold calls or text messages are common pension scam tactics. Be #scamaware Find out the warning signs on the Pension Wise website: <https://bit.ly/2VC5npW> #scamaware
- Computer firms do not make unsolicited phone calls to help fix your computers. Stop, report, talk. Be #scamaware <https://bit.ly/2WdHg5p>
- Last year @theFCA reported over £197 million lost to investment fraud. Before investing always check the FCA Warning List to avoid scams and stay #scamaware <https://bit.ly/2EmbbMn>

- Use online dating? Watch out for scammers on dating sites – they cost victims millions of pounds & often go unreported. Stop, report, talk. Be #scamaware <https://bit.ly/2WdHg5p>
- Last year @ukftweets reported a total fraud loss of £671.4 million on UK issued cards. Stop, report, talk. Be #scamaware

## Facebook

- Have you fallen victim to a scam? Don't be silent, be #scamware. It's our 2019 Scams Awareness campaign and we want to make sure you stop, report and talk when it comes to scams. Stigma is a big problem in the fight against scams. Talking about it can not only help you to find support but also prevent others from falling victim to scams. [www.citizensadvice.org.uk/sa19](http://www.citizensadvice.org.uk/sa19).
- One in 10 over-55s report being targeted by scammers since the launch of new pension freedoms in 2015. During our Scams Awareness campaign, we want to make sure people know the warning signs and how to avoid them. Be #scamaware and head over to the Pension Wise website to find out more: <https://bit.ly/2VC5npW>

**Note: We will also be promoting national media around scams. You can check the Citizens Advice social media pages for updates at the time.**

## Useful links

[Campaign page for stakeholders/campaigners](#)

[Scams Awareness partner hub](#)

Blogs about this campaign will use this tag: [scams awareness campaign](#)

[Our advice pages](#)

[Action Fraud](#)

[Financial Conduct Authority scams pages](#)

[The Pensions Regulator scams pages](#)

[Get Safe Online](#)