

Buying Safely Online Campaign 2022: Suggested Partner Social Media Activity Launches November 1st 2022



We have included a wide range of suggested tweets and posts on different aspects of this month's awareness campaign. Please feel free to change the tone of voice or other specifics in order to suit your own style, messaging preferences and/or communications guidelines. Alternatively, please write your own content, provided it is on-message and preferably includes our hashtag and link to the Get Safe Online landing page.

The suggested tweets and posts are not timetabled as they are not day or time sensitive. We simply ask that you use them at random to ensure the most effective mix for your target audiences on social media. Please include the images supplied where possible. **The size of the rectangular image is the same for Twitter, Facebook & LinkedIn in accordance with social media best practice, whilst the square image should be used for Instagram only.**

Twitter, Facebook, Instagram, LinkedIn (please use #buyingonline)

The busiest time of year for online shopping is also the busiest time for online criminals. Read our expert, easy-to-follow advice #BuyingOnline www.getsafeonline.org/buyingonline

Being asked to pay a seller you don't know for goods by bank transfer could be a sign of fraud. Always pay by credit card if you can #BuyingOnline www.getsafeonline.org/buyingonline

Make sure websites you're thinking of buying from are likely to be safe, and not fraudulent. Enter the address on our #CheckAWebsite tool at www.getsafeonline.org/checkawebsite #BuyingOnline

Always check that payment pages are secure by checking that the address begins with https (s is for secure) and there's a closed padlock in the address bar #BuyingOnline www.getsafeonline.org/buyingonline

Fake/counterfeit goods are of poor quality, illegal and maybe even dangerous. Avoid fakes at all costs, however tempted you are to buy #BuyingOnline www.getsafeonline.org/buyingonline

If you get scammed when buying online, the proceeds could be paying for a lavish lifestyle for fraudsters, but also funding more sinister crimes like terrorism, drug cartels or trafficking. Check out our advice on safe #BuyingOnline www.getsafeonline.org/buyingonline

Holidays, travel and gig tickets all make great presents. That's why fraudsters love them too. Check out how to buy and pay for them safely online #BuyingOnline www.getsafeonline.org/buyingonline

This #BlackFriday and #FestiveSeason, don't fall victim to a parcel delivery scam. Check out our expert advice #BuyingOnline www.getsafeonline.org/personal/articles/delivery-scams

If you think you've been a victim of fraud, report it to @actionfrauduk at www.actionfraud.police.uk or by calling 0300 123 2040 #BuyingOnline www.getsafeonline.org/buyingonline