

## COMMUNITY SIGNPOSTS Social Media Pack

### INTRODUCTION

As communities deal with uncertainty and isolation during the Coronavirus (COVID-19) outbreak, there are many who require help from others and many who wish to volunteer their time and services.

Named as a recognised authority on scams by the Scottish Government's Cyber Resilience Unit, Trading Standards Scotland has created five simple guidelines, both for those in need of help and for those wishing to provide help to follow to ensure that they stay safe.

### AIMS

- To reduce the impact of doorstep scams related to COVID-19 by providing information and advice on how to prevent falling victim to fraudsters
- To signpost people to official organisations that are able to help
- To provide examples of best practice to those who want to help others during the COVID-19 pandemic and to reassure those who require help and support

### TARGET AUDIENCE

There are two target audiences:

1. People who want to volunteer to help others within their community
2. People who require help and support, either with delivery of food, medicines and other essential items or with mental health issues.

### SOCIAL MEDIA MESSAGING

Join us on social media by sharing the messages and graphics below. If you have any local examples of doorstep scams related to the COVID-19 pandemic, please share them with Trading Standards Scotland and we will add them to our weekly Scam Share bulletin. The campaign hashtags are #ScamShare, #ScamAware and #ShutOutScammers.

#### Key accounts to tag

	Twitter	Facebook	Instagram
<b>TSS</b>	@TSScot	@TSScot	@tsscotland
<b>Advice Direct Scotland</b>	@advicedotscot	@advice.scot	@advice.scot

<b>Neighbourhood Watch Scotland</b>	@nwatchscotland	@NeighbourhoodWatchScotland	-
<b>Ready Scotland</b>	@ReadyScotland	@ReadyScotland	-
<b>Age Scotland</b>	@agescotland	@Age-Scotland	@age_scotland

### Key Websites

<b>Trading Standards Scotland</b>	www.tsscot.co.uk/coronavirus-covid-19/community-signposts
<b>Advice Direct Scotland</b>	https://coronavirusadvice.scot/
<b>Ready Scotland</b>	https://www.readyscotland.org/coronavirus/
<b>Neighbourhood Watch</b>	www.neighbourhoodwatchscotland.co.uk/

### Social Media Messaging

<b>Community Signposts for Volunteers</b>
<p>Follow 5 guidelines if you're helping others during #COVID19:</p> <p>Join an official group through @ReadyScotland          Carry verifiable ID          Wait to receive payment          Protect others - report anything suspicious &amp; sign up to @nwatchscotland alerts          Distance yourself</p> <p>More: <a href="https://www.tsscot.co.uk/coronavirus-covid-19/community-signposts">https://www.tsscot.co.uk/coronavirus-covid-19/community-signposts</a></p>
<p>If you would like to volunteer to help others during the #COVID19 pandemic, avoid cold calling people to offer help. Sign up as an official volunteer through <a href="http://www.readyscotland.org/coronavirus">www.readyscotland.org/coronavirus</a> and make sure that vulnerable people get the help they need</p>
<p>If you're volunteering with an official organisation to help others in your community during #COVID19, make sure that you carry ID and be patient while people check it. The person you are helping must be able to verify that you are genuine.</p>
<p>There are fraudsters taking advantage of those who need help with food/medicine deliveries: if you offer to buy groceries for a neighbour, don't ask for a payment up-front and never take their bank card or PIN number. Only accept payment once you've delivered their items. #ScamShare</p>
<p>Many supermarkets have 'volunteer cards' to allow customers who are self-isolating to buy an electronic gift card and send the link to their volunteer. The volunteer can then use the</p>

card to buy groceries. This avoids making cash/card payments and should protect vulnerable consumers from fraudsters.

Protect others in your community – report anything suspicious to the Police on 101 or 999 in an emergency. Sign up for Neighbourhood Watch Scotland Alerts to receive the most up to date information about what's going on in your local area.  
<https://neighbourhoodwatchscotland.co.uk/sign-up-for-alerts/>

### Helping Hands : Advice for Those Who Need Help

5 guidelines if you need help from others during #COVID19:

- Don't feel obliged to open the door to cold callers
- Check the person's ID
- Wait to hand over a payment
- Avoid scams- get info from trusted sources
- Report suspicious activity to Police Scotland

More: <https://www.tsscot.co.uk/coronavirus-covid-19/community-signposts/>

Don't feel obliged to answer the door to a cold caller. Legitimate volunteers will expect you to challenge them about their identity and will be happy to wait while you check their ID. Shut the door and look up their company online or in a phone directory  
#ShutOutScammers

Fraudsters have been posing as Red Cross, NHS and local council staff and taking money from people to buy groceries which they don't deliver. If you need help with deliveries, find out how to access community support through Ready Scotland:  
<https://www.readyscotland.org/coronavirus/where-to-find-additional-support/>  
#ScamShare

If someone offers to help you by collecting groceries or medicines, don't hand over a payment up-front. Genuine volunteers will be happy to take payment once they've delivered your items. Never hand anyone your card, bank details or PIN number  
#ScamAware

If you feel suspicious about a cold caller, contact Police Scotland on 101 or call 999 in an emergency. If you're aware of any doorstep scams in your local area, report them to Advice Direct Scotland on 0808 164 6000

Remember to keep a safe distance of 2 meters from anyone who knocks on your door. If a neighbour or friend is delivering shopping or medicine to you, ask them to leave it at the door then step away. Find the latest medical guidance at  
<https://www.nhsinform.scot/coronavirus>

### General Messaging – Trusted Sources

It's vital that we look out for one another - sign up for Neighbourhood Watch Scotland Alerts to receive the most up to date information from the police and other key partners about what's going on in your community during the #COVID19 outbreak.

<https://neighbourhoodwatchscotland.co.uk/sign-up-for-alerts/>

There are plenty of fraudsters who are using the Coronavirus outbreak to take advantage of people. Get your news and information from trusted sources and keep up to date with the latest scams by signing up to receive Trading Standards Scotland's #ScamShare bulletin: <https://mailchi.mp/79a5dd06fd6a/scamshare>

Advice Direct Scotland have launched a dedicated site providing advice & information for issues affected by the #coronavirus pandemic. Up-to-date advice is available for employment, housing, benefits & consumer issues: <https://coronavirusadvice.scot/>

If you have elderly friends/relatives struggling with loneliness during this period of social isolation, they can call the Age Scotland helpline on 0800 12 44 222.

Older people are more likely to be victims of scams: encourage them to call the helpline for information/advice #ScamAware

If you're unsure whether you can still have work carried out by traders just now, [@ScottishTraders](#) have put together a really useful list of FAQs to help you: <https://www.trustedtrader.scot/news/Coronavirus-Support-Help.php>  
Always stay [#ScamAware](#) and use trusted traders rather than unsolicited doorstep callers

## IMAGES

Images for Twitter, Facebook and Instagram can be downloaded from:  
<https://www.tsscot.co.uk/coronavirus-covid-19/community-signposts/>