



# Misleading Energy Efficiency Marketing

## Social Media Toolkit 2020



### CAMPAIGN OBJECTIVES

- Raise awareness of the issues with misleading energy marketing, with particular focus on lead generation and misleading information about grants/funding related to the UK Government's Green Homes Grant scheme;
- Point Scottish consumers towards genuine sources of information on energy funding

### SUGGESTED SOCIAL MEDIA MESSAGING

<p>Are you thinking about making your home more energy efficient this year? If so, get information from trusted sources rather than from cold callers, pop-up ads online or leaflets through the door. There are a lot of #GreenDealScams – avoid them by knowing where to turn for advice</p>
<p>Don't let green deal scammers drain your energy and your bank account – get free and expert advice on making your home energy efficient from trusted sources such as @HomeEnergyScot. Avoid #GreenDealScams and always get a second opinion.</p>
<p>Are you fed up of nuisance calls offering deals on solar panels, heating systems, insulation or other energy efficiency products? Report them to Advise Direct Scotland and help us cut the power to misleading energy marketers #ScamShare</p>
<p>Cold calls offering free grants for energy saving measures are usually too good to be true. Don't be pressured into making any decisions over the phone – always check trusted sources and get an impartial assessment done before agreeing to any work. @HomeEnergyScot offer free advice on 0808 808 2282 #ScamAware</p>



Elderly and vulnerable consumers are being targeted by scammers trying to sell them energy saving measures for their homes which they may not want or need. Advise relatives not to agree to any work on the spot and to seek an impartial opinion from a trusted source such as @HomeEnergyScot

If you get a cold call or leaflet advertising energy saving measures for your home, seek impartial advice before agreeing to have any work done. Many claims made about available grants and money-saving benefits are not true and could end up costing you a lot more in the long run. Avoid #GreenDealScams

Have you been told by a cold caller that you're eligible for a grant for insulation, solar panels or other energy saving measures? Be #ScamAware – never agree to any work without checking with a trusted source such as @HomeEnergyScot

If you see a pop-up advert online offering grants or amazing deals on solar panels, insulation, boilers etc, don't enter any personal information – it'll be added to a database and you'll get endless cold calls. If you're thinking about installing energy saving measures, get advice from a trusted and impartial source such as @HomeEnergyScot

Most online adverts offering free energy saving measures for your home are too good to be true! If you want to make your home energy efficient, check out the best deals from legitimate companies through trusted websites and stay #ScamAware

Consumers across Scotland have been left in debt from high energy bills due to green energy scams. Don't believe online adverts offering grants to install energy saving measures in your home – always check trusted sources before making any decisions

If you want to make your home more energy efficient, get an independent assessment carried out first. A lot of cold callers will try to sell you energy saving measures that you don't actually need and which won't provide any benefit. Get free, impartial advice from Home Energy Scotland

Never allow cold callers to pressure you into purchasing energy efficiency measures for your home. The products they're offering might not actually offer you any benefit – always get an impartial assessment done to find out which measures are best for you.

Be wary of pop-up adverts on social media for companies installing energy efficiency measures such as solar panels, double glazing or insulation. These are often designed to gather your data so that scammers can cold call you. Always research companies independently before giving them any of your contact details or filling out online questionnaires

Confused about which grants and loans are available for energy efficiency measures in your home? Don't believe pop-up adverts or cold callers – get legitimate and trusted advice from [Home Energy Scotland](https://www.homeenergyscotland.org/)

## SOCIAL MEDIA GRAPHICS



A series of six social media graphics in the format above are available to accompany the messaging. They can be downloaded from the following links: (all images are sized for Facebook/Twitter feeds – if you require images sized for Instagram please contact us and we will provide these)

[Get an independent assessment carried out before installing energy saving measures](#)

[Cold calls offering free grants for energy saving measures are usually too good to be true](#)

[Be wary of misleading energy scams linked to government grants](#)

[Do plenty of research and have a safe journey to an energy efficient home](#)

[Don't fill out pop-up surveys about energy saving measures](#)

[List of trusted sources](#)

### Other graphics:

[Energy Scam Signposts](#)

['What You See' vs 'What You Get' comparison – misleading advert for windows](#)

['What You See' vs 'What You Get' comparison – misleading advert for boilers](#)

## OTHER RESOURCES

[Energy Scams Factsheet \(PDF\)](#)

['What You See' vs 'What You Get' comparison poster – misleading ad for windows \(PDF\)](#)

['What You See' vs 'What You Get' comparison poster – misleading ad for boilers \(PDF\)](#)

[Solar Inverter Scams Information \(PDF\)](#)

## VIDEO CONTENT

A series of short videos have been produced for social media featuring consumer advice from TSS and Home Energy Scotland. These will be published daily between 26 August and 3 September.

Two short animated videos showing a comparison of what you see in misleading pop-up social media adverts for energy products and what you get in reality will be published during the campaign – the first w/c 17 August and the second w/c 7 September.

All published videos [can be viewed and shared here](#) (link to YouTube playlist)

Another short slideshow showing the 5 Energy Scam Signposts can also be [viewed/shared here](#)

## KEY WEBSITES

<b>Trading Standards Scotland</b> (for further information and links to trusted sources)	<a href="http://www.tsscot.co.uk/priority-areas/energy-marketing-scams">www.tsscot.co.uk/priority-areas/energy-marketing-scams</a>
<b>Home Energy Scotland</b> (free and impartial advice on energy efficiency measures and the various types of funding available to Scottish homeowners)	<a href="http://www.homeenergyscotland.org">www.homeenergyscotland.org</a> 0808 808 2282
<b>Advice Direct Scotland</b> (for consumer advice and to report energy scams)	<a href="http://www.consumeradvice.scot">www.consumeradvice.scot</a> 0808 164 6000

A list of trusted sources of information and advice on energy efficiency measures can be found on the [TSS website](#)