

Cost of Living Scams

Consumer Awareness Campaign

Week 2:
Energy Efficiency Measures
12-18 September 2022



Social Media Toolkit

Week 2 Overview

Key Messages

- Misleading adverts on social media
- Doorstep scams related to energy efficiency products
- Misleading info about roof insulation
- Misleading info about grants/funding for energy efficiency measures

Objectives

- Raise awareness of misleading sales of energy efficiency or energy saving products, particularly in advance of the rise in energy prices in October
- Ensure that consumers know where to find trusted information and advice
- Ensure that consumers know how to take safe steps to make their home more energy efficient
- Ensure that consumers know where to find legitimate information about government grants or rebate schemes

Links and Resources

All images for Week 2 of the campaign [can be downloaded here](#).

All other content related to the campaign, including a full toolkit, can be viewed and downloaded at www.tsscot.co.uk/cost-of-living-scams

Social Media Messaging

| Date | Message | Image |
|----------------------|---|------------------|
| Mon 12 Sept 9am | As energy bills rise, many of us will look to make our homes more energy efficient. This week as part of our #CostOfLivingScams campaign, we'll be looking at how to avoid misleading energy claims and scams and making sure you know where to turn for trusted, impartial advice. | Week2-Research |
| Mon 12 Sept 12pm | There has been a huge increase in scam calls related to green deal funding, energy grants or insulation in Scotland this year. If you want to make your home more energy efficient, don't deal with cold callers - get impartial advice from @HomeEnergyScot #CostOfLivingScams | Week2-Misleading |
| Mon 12 Sept 3pm | If you get a cold call or see an online advert offering cheap energy saving measures for your home, seek impartial advice before agreeing to have any work done. Many claims made about grants and money-saving benefits are misleading. Avoid #CostOfLivingScams | Week2-ColdCalls |
| Tues 13 Sept 9am | Confused about which grants and loans are available for energy efficiency measures in your home? Don't believe cold callers or online adverts – seek legitimate and trusted advice from Home Energy Scotland: https://www.homeenergyscotland.org/ Avoid #CostOfLivingScams | n/a |
| Tues 13 Sept 12pm | There have been reports of scammers visiting Scottish consumers and telling them they're eligible for a free boiler replacement from the government. Avoid #CostOfLivingScams by knowing what to look out for and where to turn for advice: https://www.tsscot.co.uk/priority-areas/energy-marketing-scams/ | Week2-Boilers |

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| Tues 13 Sept 3pm | <p>Never allow cold callers to pressure you into purchasing energy efficiency measures for your home.</p> <p>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.</p> <p>Avoid #CostOfLivingScams</p> | Week2-Assessment |
| Wed 14 Sept 9am | <p>Adverts on social media often advertise brilliant deals or funding/grants for energy efficiency products such as double glazing, boilers or heating</p> <p>Most of these deals/grants don't really exist</p> <p>Always check impartial sources before making any decisions - avoid #CostOfLivingScams</p> | Week2-TrustedInfo |
| Wed 14 Sept 12pm | <p>Social media ads for companies installing energy efficiency measures are often designed to gather your data so that scammers can cold call you.</p> <p>Research companies independently before giving them any contact details or filling out online questionnaires</p> <p>Avoid #CostOfLivingScams</p> | Week2-Surveys |
| Wed 14 Sept 3pm | <p>Most online adverts offering 'free' energy saving measures for your home are misleading.</p> <p>If you want to make your home more energy efficient, contact @HomeEnergyScot for free and impartial advice</p> <p>Avoid #CostOfLivingScams</p> | Week2-Misleading |
| Thurs 15 Sept 9am | <p>Has a cold caller offered to carry out a free survey of your loft insulation or told you it needs to be replaced in line with Government advice?</p> <p>Don't take their word for it - always get an impartial assessment carried out</p> <p>Avoid #CostOfLivingScams</p> | Week2-Insulation |
| Thurs 15 Sept 12pm | <p>We recently asked people to read out real stories about energy scams</p> <p>This man was cold called and offered a 'free' loft inspection - he was wrongly told he had toxic mould and would need to pay £7k for new insulation</p> <p>https://youtu.be/vXC18kVkuGQ</p> | n/a |

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| Thurs 15 Sept 3pm | <p>If you get a cold call or see an online advert offering cheap energy saving measures for your home, seek impartial advice before agreeing to have any work done. Many claims made about grants and money-saving benefits are misleading.</p> <p>Avoid #CostOfLivingScams</p> | Week2-ColdCalls |
| Fri 16 Sept 9am | <p>Thinking of making your home more energy efficient but not sure how to avoid rogue traders?</p> <p>Find local traders in Scotland who have been approved by local council trading standards through the @socotss Approved Trader Portal: https://approvedtrader.scot/</p> <p>Avoid #CostOfLivingScams</p> | n/a |
| Fri 16 Sept 12pm | <p>We recently asked people to read out real stories about energy scams in Scotland</p> <p>This one features a woman who was cold called and offered a 'free' boiler replacement, but only if she took out a £3k loan</p> <p>https://youtu.be/oSTKphHo7dk</p> | n/a |
| Fri 16 Sept 3pm | <p>Have you been told by a cold caller that you're eligible for a grant for insulation, solar panels or other energy saving measures?</p> <p>Don't take their word for it - contact @HomeEnergyScot for free, impartial advice about grants and funding for energy efficiency measures and avoid #CostOfLivingScams</p> | Week2-ColdCalls |
| Sat 17 Sept | <p>Thinking of making your home more energy efficient? Get an independent assessment carried out first.</p> <p>Cold callers may 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 @HomeEnergyScot</p> <p>#CostOfLivingScams</p> | Week2-Assessment |
| Sun 18 Sept | <p>As more people struggle with rising energy bills, we want to help you avoid scammers who give misleading info about grants/loans for energy efficiency measures</p> <p>Don't believe cold callers or online ads- get trusted advice from @HomeEnergyScot</p> <p>https://www.homeenergyscotland.org/</p> | n/a |

Cost of Living Crisis

Scams

Awareness

Campaign 2022

