

Cost of Living Scams

Consumer Awareness Campaign

Week 4:

Counterfeit Goods / Online Shopping

26 September - 2 October 2022



Social Media Toolkit



Week 4 Overview

Key Messages

- Counterfeit clothing, toys, electrical products and cosmetics
- Scam adverts on social media/search engines that clone big brands and offer deals/bargains
- Copycat websites
- Consumer rights when shopping online, including second-hand stores
- Fake reviews online

Objectives

- Deter consumers from buying counterfeit goods by highlighting the dangerous aspects of such products
- Provide guidance on how to avoid unwittingly purchasing counterfeits online
- Provide tips for shopping online safely and avoiding scam websites
- Raise awareness of consumer rights when shopping online and what to do when something goes wrong

Links and Resources

All images for Week 4 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 26 Sept 9am	<p>This week the #CostOfLivingScams campaign is focused on counterfeit goods and online shopping</p> <p>When money's tight, it can be tempting to bag a branded bargain online, but many 'deals' are for fake goods, often made from substandard or dangerous materials</p> <p>https://www.tsscot.co.uk/priority-areas/counterfeit-goods-online/</p>	n/a
Mon 26 Sept 12pm	<p>Stay safe when shopping online and avoid fake reviews:</p> <ul style="list-style-type: none"> Check timing & spacing of reviews Check the reviewer's activity history Be suspicious of reviews with vague, generic language Use browser plug-ins to detect fake reviews <p>Read more https://www.tsscot.co.uk/fake-online-reviews/</p>	Week4-Reviews
Mon 26 Sept 3pm	<p>Your consumer rights are generally the same whether you're shopping on the high street or online.</p> <p>When shopping online, you also have the right to a 14-day cooling off period for most purchases.</p> <p>Find out more about your rights at https://consumeradvice.scot/knowledge-centre/</p>	Week4-Rights
Tues 27 Sept 9am	<p>Have you seen energy saving devices advertised online that promise to help you save on energy bills?</p> <p>@ElecSafetyFirst have warned that many of these are 'highly dangerous' and fail basic safety testing, potentially posing a fire or electric shock risk</p> <p>https://www.electricalsafetyfirst.org.uk/media-centre/press-releases/2022/04/a-costly-saving-highly-dangerous-energy-saving-devices-put-consumers-at-risk-of-fire-as-cost-of-living-crisis-bites/</p>	Week4-Energy Saving

<p>Tues 27 Sept 12pm</p>	<p>According to @ElecSafetyFirst, 1 in 10 people in the UK have experienced an electric shock or fire after buying fake electrical products online.</p> <p>Don't risk your safety - find out how to spot counterfeit electrics online and avoid #CostOfLivingScams: https://www.electricalsafetyfirst.org.uk/costofliving</p>	<p>Week4- Electronics</p>
<p>Tues 27 Sept 3pm</p>	<p>A third of people who have bought an electrical fake purchased the product from an online marketplace.</p> <p>Avoid #CostOfLivingScams - buy from a retailer you trust, either direct from the manufacturer's website or a trusted High Street name.</p> <p>Find out more: https://www.electricalsafetyfirst.org.uk/costofliving</p>	<p>n/a</p>
<p>Wed 28 Sept 9am</p>	<p>Avoid potentially dangerous counterfeit toys online:</p> <p>Buy from reputable retailers</p> <p>Look for the Lion Mark or CE marking</p> <p>Be wary of prices that are much lower than in official stores</p> <p>Check for spelling and grammar mistakes</p> <p>Find out more: https://www.tsscot.co.uk/counterfeit-toys/</p> <p>#CostOfLivingScams</p>	<p>Week4- ToyTips</p>
<p>Wed 28 Sept 12pm</p>	<p>When buying toys online, it's safest to stick to trusted brands and suppliers you've used before.</p> <p>Check that the seller is licensed by the brand holder to sell their products and that the product description states that the toy is an original.</p> <p>Avoid #CostOfLivingScams</p>	<p>Week4-Toys</p>
<p>Wed 28 Sept 3pm</p>	<p>When money's tight it can be tempting to grab a bargain on in-demand toys.</p> <p>Counterfeit toys won't have gone through quality testing and might contain dangerous materials, loose parts and sharp edges.</p> <p>Find out more and avoid #CostOfLivingScams: https://www.tsscot.co.uk/counterfeit-toys/</p>	<p>n/a</p>

Thurs 29 Sept 9am	<p>Top tips for shopping online safely:</p> <ul style="list-style-type: none"> - Pay by credit card for stronger protection - Check independent reviews of the seller/store - Make sure you have contact info for the seller in case something goes wrong - Check the site's return policy and T&Cs <p>Avoid #CostOfLivingScams</p>	Week4-ShopOnline
Thurs 29 Sept 12pm	<p>High street names are being used in social media ads to attract shoppers – lots of these ads lead to copycat websites which look almost identical to the real retailer</p> <p>Look out for spelling mistakes and poor-quality images – avoid #CostOfLivingScams</p> <p>More: https://www.tsscot.co.uk/online-shopping/</p>	Week4-OnlineAds
Thurs 29 Sept 3pm	<p>Online marketplaces aren't responsible for checking that products being sold through their site aren't counterfeit or dangerous.</p> <p>Always use secure online payment systems or credit cards so that you have more protection if something goes wrong</p> <p>Avoid #CostOfLivingScams</p>	Week4-Payment
Fri 30 Sept 9am	<p>Fake designer goods advertised through online marketplaces may look like the real thing, but they're usually poorly made, unsafe and may be stored in filthy conditions.</p> <p>Avoid #CostOfLivingScams - check whether Ebay/Amazon listings are likely to be fake at https://www.vistalworks.eu/checker</p>	Week4-Clothing
Fri 30 Sept 12pm	<p>What's the difference between paying £5 and £50 for makeup? Unbranded and counterfeit cosmetics can contain dangerous chemicals and are unlikely to have gone through safety testing.</p> <p>Don't risk your health - avoid #CostOfLivingScams</p>	Week4-Cosmetics

<p>Fri 30 Sept 3pm</p>	<p>Have you seen your favourite brand at a discount price online? Check that the seller has been authorised by the official brand and is listed on their website.</p> <p>Avoid #CostOfLivingScams - get more tips for shopping safely online: https://www.which.co.uk/consumer-rights/advice/how-to-spot-a-fake-fraudulent-or-scam-website</p>	<p>Week4-Brands</p>
<p>Sat 1 Oct</p>	<p>Shop online safely:</p> <ul style="list-style-type: none"> - keep virus protection up to date and use strong passwords - use browser safety tools - don't give away too much info - check links carefully - check for a padlock and HTTPS <p>Avoid #CostOfLivingScams - get more top tips: https://www.ncsc.gov.uk/guidance/shopping-online-securely</p>	<p>n/a</p>
<p>Sun 2 Oct</p>	<p>Seen an ad for a big-brand bargain on social media?</p> <p>Check the website – is there contact info for the company in case something goes wrong? Is their address listed with Companies House? Do they have a returns policy?</p> <p>If not, it may be a scam.</p> <p>Read more: https://www.tsscot.co.uk/online-shopping/</p>	<p>Week4-OnlineAds</p>

Cost of Living Crisis

Scams

Awareness

Campaign 2022

