

# **FCA Clone PR ScamSmart Investments Campaign 2020/2021**

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# Contents of pack

In the presentation

- 1) Campaign timings
- 2) FCA and Twitter schedule to retweet or share from our platforms – please note the general ScamSmart timetable is also outlined

In the pack

- 1) New FCA Clone Fraud ScamSmart social media assets for use on your social media platforms
- 2) Clone Fraud copy document for use with the assets
- 3) Clone Fraud Press Release

Please note – the General ScamSmart social media assets are saved in a separate link

# Timing plan

Asset usage	Dates
ScamSmart social assets	18 <sup>th</sup> Jan – 26 <sup>th</sup> Jan
Clone Press release	27 <sup>th</sup> Jan
Clone firm social assets – Facebook (Jan-Mar) Twitter (Jan)	27 <sup>th</sup> Jan – 31 <sup>st</sup> Mar
ScamSmart social assets	3 <sup>rd</sup> Feb – 31 <sup>st</sup> Mar

# Facebook: Schedule for sharing – February

Date	Timing	Medium	Image reference	Post copy
1 Feb	2pm	Static (1 asset)	Clone PR - creative 6 (magnifying glass)	Stop investment fraudsters! Only use the telephone number and email address on the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> #BeScamSmart
2 Feb	11am	Static (1 asset)	Clone PR - creative 1 (sheep)	Considering an investment? Make sure you check the details of the firms on the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> before investing your money #BeScamSmart
10 Feb	1pm	Video	Unrealistic returns – 50+ (office)	If you're offered unusually high returns on an investment, it could be a scam. Check the FCA warning list before investing at <a href="https://www.fca.org.uk/scamsmart">www.fca.org.uk/scamsmart</a> #BeScamSmart
15 Feb	2pm	Video	Clone Scam – 21-49 years (jet)	If you're not sure the company you're investing in is real, it could be a scam. Check the FCA register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> before investing. #BeScamSmart
19 Feb	3pm	Static (1 asset)	Clone PR – creative 3 (£45k)	Don't let investment scammers steal your money. Always check the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> to make sure you're dealing with an authorised firm #BeScamSmart
22 Feb	1pm	Video	Social proof – 50+ (boat)	Don't jump into an investment just because others say they have done the same. Check the FCA warning list before investing at <a href="https://www.fca.org.uk/scamsmart">www.fca.org.uk/scamsmart</a> #BeScamSmart

# Facebook: Schedule for sharing – March

Date	Timing	Medium	Image reference	Post copy
3 Mar	11.59am	Static (1 asset)	Clone PR – creative 2 (£78M)	Experienced investors are common targets for fraud. Protect yourself by checking the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> alongside details you've been given to make sure the firm is authorised #BeScamSmart
8 Mar	1pm	Video	Unrealistic returns – 21-49 years (jet)	If you're not sure the company you're investing in is real, it could be a scam. Check the FCA register before investing Check the FCA register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> before investing. #BeScamSmart
17 Mar	10am	Static (1 asset)	Clone PR – creative 4 (77%)	Confident you could spot an investment scam? Clone firms are sophisticated and make it harder. Only use the telephone number and email address on the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> #BeScamSmart
23 Mar	1pm	Video	Social proof – 21-49 years (car)	Don't jump into an investment just because others say they have done the same. Check the FCA warning list before investing at <a href="https://www.fca.org.uk/scamsmart">www.fca.org.uk/scamsmart</a> #BeScamSmart
29 Mar	10am	Static (1 asset)	Clone PR – creative 1 (sheep)	Considering an investment? Make sure you check the details of the firms on the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> before investing your money #BeScamSmart

# Twitter: Schedule for retweeting – February

Date	Timing	Medium	Image reference	Post copy
1 Feb	Before 1pm	Static (1 asset)	Clone PR – creative 4 (77%)	Confident you could spot an investment scam? Clone firms are sophisticated and make it harder. Only use the telephone number and email address on the FCA Register at <a href="http://register.fca.org.uk">register.fca.org.uk</a> #BeScamSmart
2 Feb	Before 1pm	Video	Unrealistic returns – 21-49 years (jet)	An investment that offers unusually high returns is probably a scam. Check the FCA warning list before investing at <a href="http://www.fca.org.uk/scamsmart">www.fca.org.uk/scamsmart</a> #BeScamSmart
10 Feb	Before 1pm	Video	Clone Scam – 50+ (high-rise office)	Scammers pretend to be from a reputable or well-known firm. Check their details on the FCA register at <a href="http://register.fca.org.uk">register.fca.org.uk</a> before investing. #BeScamSmart
15 Feb	Before 1pm	Static (1 asset)	Time pressure – 21-49 years (car)	If someone tries to pressure you into a quick investment, it's probably a scam. Check the FCA warning list before investing at <a href="http://www.fca.org.uk/scamsmart">www.fca.org.uk/scamsmart</a> #BeScamSmart
22 Feb	Before 1pm	Video	Social proof – 50+ (boat)	Don't jump into an investment just because others say they have done the same. Check the FCA warning list at <a href="http://www.fca.org.uk/scamsmart">www.fca.org.uk/scamsmart</a> before investing #BeScamSmart

[@TheFCA](https://www.twitter.com/TheFCA)

# Appendix

# Objectives

<b>Business Objective</b>	<b>To reduce the number of people who fall victims to investment and online scams every year</b>
<b>Comms objective</b>	<p>Increase awareness of the types of scam tactics and persuasion tactics used by fraudsters</p> <p>Increase intention to check the FCA Warning List before investing and drive use of the Warning List</p>
<b>Key Messages</b>	<p>“Beware the tactics used by investment scammers targeting you online”</p> <p>“Check the FCA Warning List of firms to avoid before making an investment”</p>



# Campaign background

- Thousands of people in the UK fall victim to investment and online scams every year. As well as the financial cost, the scam can cause great emotional distress to victims.
- The scam usually begins with unsolicited contact by phone or seeing online/social media advertising. In 2017, for the first time, 'online' overtook 'phone' as the most common contact method selected on our Warning List tool. Before consumers were passive, receiving cold calls for example, but now they are an active part of the scam by leaving contact details and attending scammers webinars.
- The actual scams will vary, but they pretty much all work in the same way using high pressure selling techniques and persuasion techniques that are effective at influencing behaviour including: Scarcity, social proof, friendship and phantom riches.
- Traditionally an audience of ABC1s aged 50+ who are retired and own investments have been a tip of the funnel in terms of scams. However recent trends have seen online investments scams target a younger audience of ABC1s aged 21-54 who are in full time employment.

# Facebook: Schedule for sharing – January

Date	Timing	Medium	Image reference	Post copy
27 Jan	08am	Static (1 asset)	Clone PR – creative 1 (sheep)	Considering an investment? Make sure you check the details of the firms on the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> before investing your money #BeScamSmart
28 Jan	11.59am	Static (1 asset)	Clone PR – creative 2 (£78m)	Experienced investors are common targets for fraud. Protect yourself by checking the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> alongside details you've been given to make sure the firm is authorised #BeScamSmart
29 Jan	2pm	Static (1 asset)	Clone PR – creative 3 (£45k)	Don't let investment scammers steal your money. Always check the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> to make sure you're dealing with an authorised firm #BeScamSmart
30 Jan	11.30am	Static (1 asset)	Clone PR – creative 4 (77%)	Confident you could spot an investment scam? Clone firms are sophisticated and make it harder. Only use the telephone number and email address on the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> #BeScamSmart
31 Jan	2.30pm	Static (1 asset)	Clone PR – creative 5 (lanyards)	Clone firm scams are on the rise. Look out for subtle differences on the investment firm documents and website vs the FCA Register before investing your money. Check the FCA register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> #BeScamSmart

# Twitter: Schedule for retweeting – January

Date	Timing	Medium	Image reference	Post copy
27 Jan	Before 1pm	Static (1 asset)	Clone PR – creative 1 (sheep)	Considering an investment? Make sure you check the details of the firms on the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> before investing your money #BeScamSmart
28 Jan	Before 1pm	Static (1 asset)	Clone PR – creative 2 (£78m)	Experienced investors are common targets for fraud. Protect yourself by checking the FCA Register at <a href="https://register.fca.org.uk">register.fca.org.uk</a> alongside details you've been given to make sure the firm is authorised #BeScamSmart
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