

Consumer Affairs Victoria

Scams communication kit

[stakeholders]

This kit contains:

- Summary of contents
- Sample social media posts
- Short article
- YouTube video link

Summary of contents

Consumer Affairs Victoria has developed this kit to help you provide information to older Victorians about online scams and how to stay scam savvy.

We are all working together for the shared goal of reducing the detriment caused by scammers by building greater awareness and understanding of online scams among older Victorians.

The kit contains:

- **social media posts and images** – for posting on your Facebook and Twitter channels
- **short article** – which you can publish in your newsletter or website

The campaign will run from 21 May to 21 July 2017.



Sample social media posts

The email we sent includes images which you can use with these posts. If you choose to post the tweets starting with @consumervic, please add a full-stop before our handle as this will keep the tweet public.

Facebook

Older Victorians are attractive targets for scammers because they often own substantial assets and have access to life savings and their superannuation. Consumer Affairs Victoria is helping older Victorians stay scam savvy: consumer.vic.gov.au/scamsavvy

Scammers are professional criminals who use sophisticated tricks to scam thousands of older Victorians every year. Do you know how to spot a scam? Take Consumer Affairs Victoria's scams quiz and test your scam savviness! consumer.vic.gov.au/scamsquiz



Twitter

Scammers target older Victorians as they often have access to life savings & super. Stay #scam savvy with @consumervic consumer.vic.gov.au/scamsavvy

Over 21,000 Victorians reported a #scam in 2015. Take @consumervic's quiz & find out if you're scam savvy! consumer.vic.gov.au/scamsquiz



Short article for use online or in your newsletter

If in doubt, don't

That's the message Consumer Affairs Victoria – the state's fair trading regulator – is giving older Victorians when it comes to staying safe online.

Many older Victorians are attractive targets for scammers because they often own substantial assets and have access to life savings and superannuation.

Older Victorians are also the fastest growing online user group in the country. Many of you go online to keep in touch with your children, family and friends, to correspond via email, watch YouTube videos or catch-up TV, or to research and book travel, to name a few.

Life events such as financial hardship and recovering from illness, loss and trauma can also leave you more vulnerable to scams.

Consumer Affairs Victoria is working to reduce the harm caused by scammers by building greater awareness and understanding of online scams among older Victorians.

Scammers are professional criminals. Anyone can fall for a scam because scammers are getting smarter and using more sophisticated tricks to dupe thousands of older Victorians every year.

Here are some tips for staying safe online:

- Do not open suspicious text messages, pop-up windows, or emails.
- Be wary of any emails or requests on social media from people you do not know.
- Avoid sending money, personal or financial details to someone you have never met in person, especially if you are online dating.

And remember; if in doubt, don't.

Think you're a scam savvy senior? Take the quiz and find out at consumer.vic.gov.au/scamsquiz

For more information on common types of scams, tips on how to identify, avoid or report them, visit consumer.vic.gov.au/scamsavvy



YouTube video for embedding online or sharing on social

Online dating scams – Maria’s story

Maria lost thousands of dollars in a romance scam. Watch her story, as she explains how to look for signs that things may not be as they seem.

The YouTube video link: <https://www.youtube.com/watch?v=CIJTn9f2Gac>

You can watch more videos about people affected by scams at consumer.vic.gov.au/realstories.

