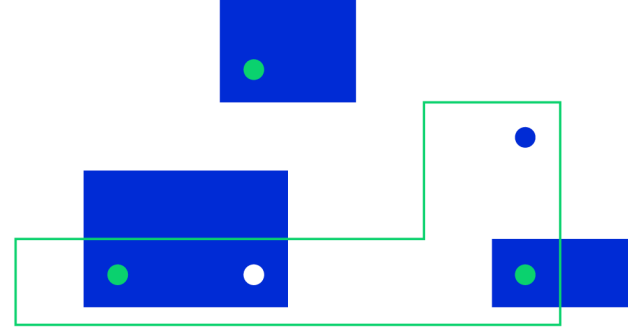




Australian Government



National
Anti-Scam
Centre



Scams Awareness Week 2024 - contributor guidelines

Purpose: This is a guide for your organisations' ambassadors and spokespeople.

Being scammed is not a sign of weakness. It can happen to anyone, anytime.

Everyone has a part to play in shutting down criminal scammers. Help us make Australia a harder target for scammers during Scams Awareness Week from 26th – 30th August 2024.

This year's theme is **"Share a story, stop a scam"**. We are encouraging all Australians to speak up, share and report scams to help others identify, avoid, report and recover from scams.

We want you to share scam stories on your platforms. Sharing scam stories makes others in the community aware of the scams that are out there, and how they can avoid them.

Lead by example and add your voice to this year's campaign!

What to include in contributor posts

When telling your story, do:

- Focus on the actions of scammers as criminals, and the emotions and consequences you faced as a consumer.
- Use text, video, or a combination of formats – present your story, your way!
- Target your message to your relevant audience.
- Include the hashtags #ShareAScamStory and #ScamsWeek24.
- Encourage others to also share their story in the comments or through their own posts.
- Promote this year's Scams Awareness Week theme by using the slogan and resources provided for use in the campaign toolkit.
- (If posting your story through your own channels) - Tag the National Anti-Scam Centre and/or the organisation who has referred you to the campaign as a contributor, to enable them to share your post.

Do not:

- Lay blame on yourself, or anyone who is not the scammer. Scammers are criminals who manipulate and deceive you into giving them your money or personal information.

- Edit the resources provided in the campaign toolkit. While we encourage you to use these resources within or as your own content, they have been created to bring a consistent theme across the campaign and cannot be edited.

The aim is to highlight different parts of the scam journey, focussing on your unique story – whether there was a good or bad outcome, what consequences or impacts were faced, what reporting or action helped.

Example contributor posts

- Talking about a time you were almost scammed
- Talking about a time you were scammed
- Talking about a time you helped someone avoid a scam
- Talking about a time a loved one experienced a scam (with their permission)

Amplification

Creators who participate in the campaign are encouraged to let us know by sharing the post with the National Anti-Scam Centre and/or (if posting your story through your own channels) the organisation who referred them to the campaign on the relevant social platform through direct messages, so we can amplify through likes and shares.

Organisations should seek a contributor's permission before sharing posts to their own audiences.

To help us spread the message this Scams Awareness Week, contributors can also like, comment and share posts and information from the National Anti-Scam Centre and Scamwatch ([Instagram](#), [X](#), [Facebook](#), [LinkedIn](#), [Scamwatch website](#)), and other contributors during the campaign.

Campaign toolkit

We will provide various resources to assist you in creating your content, including:

- Logo – for use on your posts/stories.
- Social media tiles – for you to share, adding your own captions.
- Social media profile frame – to add to your profile photo for the duration of Scams Awareness Week 2024, indicating your support for the campaign.
- Key messages and statistics – to draw from if you are looking for more information to add to your story.

These resources cannot be edited, but you may pick and choose which ones to use based on your audience and content.