

# Online shopping campaign

## #FraudFreeXmas

*Launch date - Monday 22nd November.*

# Social media schedule:

## Embargoed until 9am on Mon 22nd Nov 2021.

### **Monday 22nd Nov at 9am :**

⚠ 28,049 victims lost a total of £15.4M to online shopping fraud during last year's festive shopping season.

Here are some top tips on how to shop online safely this Christmas: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Total losses)

### **Monday 22nd Nov at 12pm :**

⚠ 4,489 people reported falling victim to online shopping fraud during the Black Friday and Cyber Monday sales period last year.

Follow our top tips to shop online safely this festive season: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Victim stats)

### **Monday 22nd Nov at 3pm:**

During last year's festive shopping period, most victims of online shopping fraud were aged between 20 to 49 years old. Here are some top tips to help you shop online securely this year: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Victim age range)

### **Tuesday 23rd Nov at 9am :**

Making a purchase from an online store you haven't used before?

Follow our top tips to avoid falling victim to online shopping fraud: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Where to shop 1)

### **Tuesday 23rd Nov at 12pm :**

Received an email about an amazing online offer? It could be a scam. Follow our top tips to shop online safely this festive season: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Phishing 1)

### **Wednesday 24th Nov at 9am :**

Shopping online? Pay with a credit card, if you have one. Most major credit card providers protect online purchases.

For more top tips on how to shop online safely, visit: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Payment method 1)


### **Wednesday 24th Nov at 12pm :**

An online shopping website is asking for your mother's maiden name and the name of the primary school you went to. Would you go ahead with the purchase? 😬

Check out our top tips on how to protect yourself from online shopping fraud: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Your information 1)

### **Thursday 25th Nov at 9am :**

Don't make life easier for cyber criminals. Protect your important accounts, such as your online shopping accounts, with a strong password you don't use anywhere else 

For more top tips, visit: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Online accounts 1)

### **Thursday 25th Nov at 12pm :**

Think you've fallen victim to online shopping fraud? Notify your bank or credit card provider immediately and report it to Action Fraud. For more information, visit: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Report fraud 1)

### **Friday 26th Nov at 9am :**

Fraudsters use genuine-looking emails and texts to lure victims to fake online shopping websites.

Check out our top tips on how to shop online safely this #BlackFriday - [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Phishing 2)

### **Friday 26th Nov at 12pm :**

Ready to bag a bargain online? Here are some top tips to help you checkout securely this #BlackFriday  : [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Where to shop 1)

### **Saturday 27th Nov at 12pm :**

⚠️ 4,489 people reported falling victim to online shopping fraud during the Black Friday and Cyber Monday sales period last year.

Follow our top tips to shop online safely this festive season: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Victim stats)

### **Sunday 28th Nov at 12pm :**

Shopping online this #CyberMonday? Follow our top tips to avoid being scammed: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Payment method 2)

### **Monday 29th Nov at 9am :**

It's #CyberMonday! Before you whiz through checkout, make sure you check out our top tips on how to protect yourself against online shopping fraud: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Where to shop 2)

### **Monday 29th Nov at 12pm :**

Shopping online this #CyberMonday? Don't forget to secure your online shopping accounts with strong passwords that you don't use anywhere else 🗝️

For more top tips, visit: [actionfraud.police.uk/onlineshopping](https://actionfraud.police.uk/onlineshopping) #FraudFreeXmas

(Tweet with image Online accounts 2)

## **PLEASE NOTE:**

- Please include **#FraudFreeXmas** with all tweets
- The social media content is **embargoed until 9am on Monday 22nd November 2021**
- Please DO NOT post multiple graphics in one post.
- The emoji in the suggested social media messages will display correctly once pasted into a browser.