SLING YOUR HOOK CAMPAIGN PACK

The campaign taps into the psychology that scammers use to hook people in, helping you stay one step ahead and protect yourself and your loved ones against the increasing variety of scams happening every day. We've identified the following five behaviours scammers commonly use:

- They imply they're doing you a favour (reciprocity)
- They indicate everyone else is doing this (social proof)
- They say your only chance is to act now (urgency)
- They act like they're similar to you, so you like them and want to please them (connection)
- They ask you to do one little thing which makes you do more (commitment).

If it doesn't **SEEM** right, tell scammers to **SLING THEIR HOOK**

ourwatch.org.uk/scams
Neighbourhood Watch Network is registered in England & Wales, CIO no: 1173349

SLING YOUR HOOK CAMPAIGN

We also know that often victims of scams report that in hindsight they felt something wasn't quite right at the time. This campaign aims to raise awareness of the tactics scammers use and encourages people to 'stop and think' if something doesn't FEEL, SEEM, LOOK or SOUND right. This allows them time to trust your gut instinct and help prevent becoming a scam victim.

"Everyone likes to feel special. But watch out! If a stranger is going out of their way for you, something fishy may be going on instead. Scammers like to offer one-off deals and favours. Don't be afraid to tell them no."
John Hayward-Cripps, CEO of Neighbourhood Watch Network

How can you support this campaign?

- **LEARN:** Visit our scams website pages to learn more about common scams, preventing scams, reporting scams, supporting victims and a scams campaign toolkit
- **SHARE:** Follow us on our Facebook / Twitter / Instagram / LinkedIn channels and share our posts
- **JOIN THE CONVERSATION**: Join us for an online talk or watch the recordings here.

SLING YOUR HOOK CAMPAIGN

They imply they're doing you a favour (reciprocity)

Suggested copy:
Everyone likes to feel special. But watch out! If a stranger is going out of their way for you, something fishy may be going on. Scammers like to offer one-off deals and favours. Don't be afraid to tell them no. #SlingYourHook
Find out how to protect from scams
www.ourwatch.org.uk/protectfromfraud

Downloads
- Facebook 'reciprocity' image
- Twitter 'reciprocity' image
- 'Reciprocity' video

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They indicate everyone else is doing this (social proof)

Suggested copy:
Following the crowd can feel like a safe option. But careful! If a stranger tells you everyone else has done something, it may be fishy. Scammers like to convince you that you'll be missing out. Don't be afraid to tell them no. #SlingYourHook Find out how to protect from scams www.ourwatch.org.uk/protectfromfraud

Downloads
- Facebook 'social proof' image
- Twitter 'social proof' image
- 'Social proof' video

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They act like they're similar to you, so you like them and want to please them (connection)

Suggested copy:
Everyone wants to be liked. But watch out! If a stranger is overly friendly, something fishy may be going on instead. Scammers like to befriend and get close to you. Don't be afraid to tell them to go away. #SlingYourHook Find out how to protect from scams www.ourwatch.org.uk/protectfromfraud

Downloads
- Facebook 'connection' image
- Twitter 'connection' image
- 'Connection' video

If it doesn't **FEEL** right, tell scammers to **SLING THEIR HOOK**

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They ask you to do one little thing which makes you do more (commitment)

Suggested copy:
It's understandable to want to help people out. But look out! If a stranger asks you to do them a favour, something fishy may be going on. Scammers like to trick you into doing more and more things for them. Don't be afraid to tell them no. #SlingYourHook Find out how to protect from scams
www.ourwatch.org.uk/protectfromfraud

Downloads
- Facebook 'commitment' image
- Twitter 'commitment' image
- 'Commitment' video

If it doesn't SOUND right, tell scammers to **SLING THEIR HOOK**

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SLING YOUR HOOK CAMPAIGN

They say your only chance is to act now (urgency)

Suggested copy:
No one wants to miss out. But careful! If a stranger pressures you into a quick decision, something fishy may be going on instead. Scammers like to make limited-time offers. Don't be afraid to tell them no. #SlingYourHook
Find out how to protect from scams
www.ourwatch.org.uk/protectfromfraud

Downloads
- Facebook 'urgency' image
- Twitter 'urgency' image
- 'Urgency' video

If you **FEEL** under pressure, tell scammers to **SLING THEIR HOOK**

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