

Shut Out Scammers

DIGITAL TOOLKIT: May 2021

Campaign Objectives

- To reduce the impact of doorstep crime by providing information and advice on how to prevent falling victim to bogus callers
- To raise awareness of the issues surrounding doorstep crime and the organisations that are able to help
- To encourage reporting of doorstep crime

Campaign Hashtag

#ShutOutScammers

Campaign Resources

- Social media pack (see below)
- [Short videos for social media](#) featuring top tips from TSS, SCOTSS, Police Scotland, Advice Direct Scotland and Neighbourhood Watch Scotland
- Infographic showing frequently reported doorstep scams (available from 3 May)
- [No Cold Calling leaflet](#) (PDF)
- Doorstep Signposts [Factsheet](#) and [A5 leaflet](#) (PDFs)

Messaging

The social media campaign will run throughout May and messages have been designed to be used flexibly as suits individual organisations / local authorities

1	As lockdown restrictions ease, rogue traders might step up their operations. Don't deal with cold callers - find local traders who have been vetted by Trading Standards at https://approvedtrader.scot/
2	Close the door on uninvited callers. Don't feel obliged to answer the door to a cold caller - it is your home and you should not let anyone in unless you feel comfortable #ShutOutScammers
3	Take time to think before making a decision. Rogue traders may try to pressure you by saying that they have special deals which are only available today. Don't let an uninvited trader start work straight away #ShutOutScammers
4	If an uninvited trader knocks on your door and tells you that urgent work needs done on your house or garden, don't take their word for it. Always get a second opinion from someone you trust and get at least 3 quotes before having any work carried out #ShutOutScammers
5	5 signposts to help you #ShutOutScammers: Close the Door on uninvited callers Take Time to think before making a decision Research - get at least 3 quotes Verify that the caller is genuine Report suspicious behaviour to @policescotland & scams to @advisedotscot
6	Sign up for @nwatchscotland free alerts to receive timely local alerts about community safety & crime prevention from Police Scotland and other partners. https://www.neighbourhoodwatchscotland.co.uk/sign-up-for-alerts/
7	Rogue traders go to great lengths to appear legitimate, with genuine-looking websites, leaflets and online reviews. But they can't fake membership in a council-run approved trader scheme: https://approvedtrader.scot/
8	Fed up with rogue traders? Watch these top tips on shutting out scammers from @policescotland @advisedotscot @socotss @tsscot & @nwatchscotland: https://www.youtube.com/watch?v=j5ivvS8gJ-E

9	<p>Never feel obliged to answer the door to a cold caller. Legitimate traders will expect you to challenge them and will be happy to wait while you verify their ID by phoning a company number found on their official website or in a phone directory #ShutOutScammers</p>
10	<p>If you hear an unexpected knock at your door, don't be afraid to say no thanks - #ShutOutScammers</p> <p>Download the @TSScot 'No Cold Calling' leaflet for more info: https://www.tsscot.co.uk/wp-content/uploads/2020/01/TSS_NoColdCalling.pdf</p>
11	<p>If a suspicious cold caller knocks at your door, report them to Police Scotland on 101 to make sure that they don't reach someone vulnerable in your community. #ShutOutScammers</p>
12	<p>Bogus traders often pretend to be local in order to gain your trust and may use the addresses of legitimate local businesses. Research traders before dealing with them – verify their real address with the local council or through Companies House #ShutOutScammers</p>
13	<p>Cold callers are smartening up their act. Don't be taken in by fancy uniforms and liveried vans – say NO to cold callers. If you need home improvement work done, do plenty of research - get 3 quotes and check companies on 3 different review sites #ShutOutScammers</p>
14	<p>You're not being rude if you close the door on uninvited traders and refuse to talk to them. Download the Doorstep Scams Signpost factsheet for advice on shutting out scammers: https://www.tsscot.co.uk/wp-content/uploads/2020/06/Doorstep-signpost-factsheet.pdf</p>
15	<p>As lockdown eases, there have been reports of rogue traders visiting properties across Scotland offering to do maintenance or gardening work. Don't let a cold caller pressure you into making a decision on the spot – always get 3 quotes before having any work done #ShutOutScammers</p>

Graphics

All images sized for social media feeds can be downloaded [here](#)

Scam Share
Signposts
www.tsscot.co.uk

Doorstep Scams

- Close the Door** on uninvited callers. Don't feel obliged to answer the door to a cold caller - it is your home and you should not let anyone in unless you feel comfortable.
- Take Time** to think before making a decision. Rogue traders may try to pressure you by saying that they have special deals which are only available today. Don't let an uninvited trader start work straight away.
- Research** Get at least 3 quotes from trusted companies before having any work done in or around your property. Rogue traders go to great lengths to appear legitimate - check at least 3 review sites to make sure you are getting genuine feedback. Find traders who have been vetted by Trading Standards through a local approved trader scheme.
- Verify** that the person is genuine and take a note of the company's details. ID cards can be faked - close the door and, rather than phoning the number on the trader's ID card, look up the company's number on their official website or in an official phone directory to check their identity. Legitimate traders will be happy to wait while you perform these checks.
- Report** any suspicious behaviour to Police Scotland on 101, or 999 in an emergency. Sign up to the Neighbourhood Watch Scotland Alert system to receive timely alerts about local crime prevention and safety issues from partners such as Police Scotland.

Don't let a rogue trader on your roof

Always get a second opinion and at least 3 quotes before having any work carried out



Rogue traders are visiting properties across Scotland offering to do maintenance or gardening work

Don't deal with cold callers - find council-approved local traders at approvedtrader.scot



#ShutOutScammers

Rogue traders may have uniforms, liveried vans and glossy leaflets

Do plenty of research into cold calling companies - never agree to a deal on the spot



Don't take a cold caller's word for it that you need urgent work done on your property

Never agree to let a cold caller start work straight away



Useful Links

- Find the most up to date advice on doorstep crime from Police Scotland [on their website](#). They also have a dedicated page with [advice on scams and frauds](#).
- Call 101 to report any suspicious activity
- Call 999 and ask for the police if you feel scared or threatened
- To report doorstep scams to Trading Standards call Advice Direct Scotland on 0808 164 6000 or visit scamwatch.scot
- For free localised alerts from key information providers regarding incidents and crime prevention, go to www.neighbourhoodwatchscotland.co.uk
- Get advice on consumer rights from your local Citizens Advice Bureau or by calling the Advice Direct Scotland Helpline on 0808 164 6000
- Find local traders who have been vetted by Trading Standards at the SCOTSS Approved Trader Directory: approvedtrader.scot