

FAMILY FIBS

W/C 20 NOVEMBER 2023



TO STOP FRAUD™

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INTRODUCTION TO FAMILY FIBS



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FAMILY FIBS

The Family Fibs campaign, taking place w/c 20 November 2023, will explore the ways parents pull 'scams' on their kids every day (from telling them their noses would grow if they told a lie, to convincing them their eyes would go square if they sat too close to TV!) In a humorous way, we'll put a spotlight on these light-hearted fibs while linking back to the tactics criminals use to commit fraud.

This campaign will encourage parents, primarily busy mums (aged 35 and older) to follow the advice of the [Take Five to Stop Fraud](#) campaign and Stop, Challenge, Protect.

Leading up to the campaign, we will develop video content with a parenting celebrity. The content will be shaped around the chosen parenting celebrity and in the video they will share their own humorous 'everyday parenting scams' and encourage other parents to 'fess up' to the fibs they've told their children.

Within this toolkit you will find suggested social copy, newsletter copy, and creative assets for you to share on your own channels during the week. Your support is crucial to this campaign to help protect people from criminals and reduce the impact of fraud and scams.

Please don't distribute any content externally before Monday 20 November 2023.



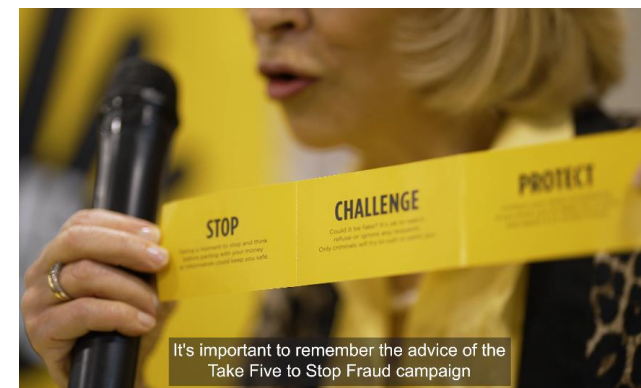
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HOW CAN YOU GET INVOLVED?

We'd love to see support above and beyond the content in this toolkit via your channels and on the ground. We saw great support for the campaign during the last campaign peak for **Family Fibs peak** and would welcome the same level of support again – as well as using the content in this pack, activities could include:

- Website takeovers
- Special IVR messaging
- Online polls/quizzes
- Using branding in-branch
- Videos in branches – video with celebrity mum will be launched during the week
- Events
- Staff and internal engagement (intranets, newsletters, lunch & learns etc.) e.g. aimed at parents sharing their 'family fibs'
- Drop-in desk for customers in branch, with staff available for Q&A
- Parent-focused external communications to encourage sharing

Tell us about your plans for Family Fibs: takefive@ukfinance.org.uk and takefive@four.agency





TEMPLATE SOCIAL POSTS





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SOCIAL COPY

Suggested dates	Platform	Copy	Creative asset
<p>Monday 20 November 9am</p>	<p>Facebook, LinkedIn and Instagram</p>	<p>We're proud to be supporting @TakeFiveStopFraud's #FamilyFibs campaign which launches today! Parents often tell fibs to their kids to make their lives a little easier... but remember, fibs can be funny but scams lose you money! Keep your finances protected and #StopChallengeProtect 🤚👉🗨️</p> <ul style="list-style-type: none"> • Stop: Taking a moment to stop and think before parting with your money or information could keep you safe. • Challenge: Could it be fake? It's ok to reject, refuse or ignore any requests. Only criminals will try to rush or panic you. • Protect: Contact your bank immediately if you think you've fallen for a scam and report it to Action Fraud. <p>PLEASE @ TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)</p>	
	<p>X (nee Twitter)</p>	<p>We're proud to be supporting @TakeFive's #FamilyFibs campaign which launches today! Parents often tell fibs to their kids to make their lives a little easier... but remember, fibs can be funny but scams lose you money. Keep your finances protected and #StopChallengeProtect 🤚👉🗨️</p>	
<p>Monday 20 November 3pm</p>	<p>Facebook, LinkedIn and Instagram</p>	<p>Parents are guilty of some of the best #FamilyFibs. What white lies do you tell your kids? 🗨️ 👁️ Watch out for criminals trying the same tactics to trick you into their scams! Fibs can be funny but scams lose you money. Follow the advice of @TakeFiveStopFraud and #StopChallengeProtect to keep your personal and financial information protected. 🤚👉🗨️</p> <p>PLEASE @ TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)</p>	
	<p>X (nee Twitter)</p>	<p>Parents are guilty of some of the best #FamilyFibs. What white lies do you tell your kids? 🗨️ 👁️ Watch out for criminals trying the same tactics on you to trick you into scams! Fibs can be funny but scams lose you money. Follow @TakeFive's advice and #StopChallengeProtect 🤚👉🗨️</p>	

SOCIAL COPY

Suggested dates	Platform	Copy	Creative asset
<p>Tuesday 21 November 9am</p>	<p>Facebook, LinkedIn and Instagram</p>	<p>Ever been told sitting too close to a TV will make your eyes square?👁️👁️🥕 Parents tell the ultimate #FamilyFibs! But be careful, a fib can be funny but scams lose you money 😺 Listen to @TakeFiveStopFraud's advice and #StopChallengeProtect 🖐️👉🗨️ before you respond to any unexpected requests to share personal or financial information.</p> <p>PLEASE @ TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)</p>	
	<p>X (nee Twitter)</p>	<p>Ever been told sitting too close to a TV will make your eyes square?👁️👁️🥕 Parents tell the ultimate #FamilyFibs! But be careful, a fib can be funny but scams lose you money 😺 Listen to @TakeFive's advice and #StopChallengeProtect 🖐️👉🗨️</p>	
<p>Wednesday 22 November 3pm</p>	<p>Facebook, LinkedIn and Instagram</p>	<p>Did you know if the van plays its jingle, it doesn't mean they've run out of ice-cream?😳 What white lie did your parents tell you as a child - which you now know is a scam! The lies criminals tell to commit fraud aren't as funny... follow the advice of @TakeFiveStopFraud and #StopChallengeProtect 🖐️👉🗨️ #FamilyFibs</p> <p>PLEASE @ TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)</p>	
	<p>X (nee Twitter)</p>	<p>Did you know if the van plays its jingle, it doesn't mean they've run out of ice-cream?😳 The lies criminals tell to commit fraud aren't as funny... follow the advice of @TakeFive to #StopChallengeProtect 🖐️👉🗨️ #FamilyFibs</p>	

SOCIAL COPY

Suggested dates	Platform	Copy	Creative asset
<p>Thursday 23 November 9am</p>	<p>Facebook, LinkedIn and Instagram</p>	<p>Fess up... have you ever fibbed to your kids that their noses would grow if they told a lie? 🗣️👃 Sometimes parents need to roll out the #FamilyFibs to make life a bit easier. But listen to @TakeFiveStopFraud's warning: A fib can be funny, but scams lose you money! #StopChallengeProtect 🙅👉🗣️ before sharing any personal or financial information.</p> <p>PLEASE @ TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)</p>	
	<p>X (nee Twitter)</p>	<p>Fess up... ever fibbed to your kids that their noses would grow if they told a lie? 🗣️👃 Sometimes parents need to roll out #FamilyFibs to make life easier. But listen to @TakeFive's warning: A fib can be funny, but scams lose you money! #StopChallengeProtect 🙅👉🗣️</p>	
<p>Friday 24 November 3pm</p>	<p>Facebook, LinkedIn and Instagram</p>	<p>As @TakeFiveStopFraud's #FamilyFibs campaign comes to an end, remember: Criminals will use the same tactics you use when telling your kids fibs - but to scam you into losing money! If you're unexpectedly asked to share personal or financial information:</p> <ul style="list-style-type: none"> • STOP: Ask yourself if it could be a scam? • CHALLENGE: Only criminals will try to rush or panic you. • PROTECT: Contact your bank immediately if you think you've fallen for a scam and report it to Action Fraud. <p>PLEASE @ TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)</p>	
	<p>X (nee Twitter)</p>	<p>As @TakeFive's #FamilyFibs campaign comes to an end, remember: ⚠️🗣️Criminals use the same tactics you use when telling your kids fibs - but to scam you into losing money! If you're unexpectedly asked to share personal or financial information #StopChallengeProtect 🙅👉🗣️</p>	

NEWSLETTER/WEB COPY



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NEWSLETTER/WEB COPY

Take Five to Stop Fraud – Family Fibs

We are proud to be supporting [Take Five to Stop Fraud](#) as they warn the public to protect themselves from criminals as part of their Family Fibs campaign. Parents tell their children lighthearted fibs to make the day run a little smoother, from warning them their noses will grow if they tell a lie, to convincing them their eyes will go square if they sit too close to the TV! Fibs can be funny but unfortunately, criminals use the same tactics of deception to trick people into their scams and take their money.

Stay one step ahead of criminals by following the advice from [Take Five to Stop Fraud](#) and Stop, Challenge, Protect. Taking a moment to stop and think before parting with personal or financial information could keep you safe.

If you think you may have fallen for a scam, contact your bank immediately and report it to Action Fraud on 0300 123 2040 or via actionfraud.police.uk. If you are in Scotland, please report to [Police Scotland](#) directly by calling 101.



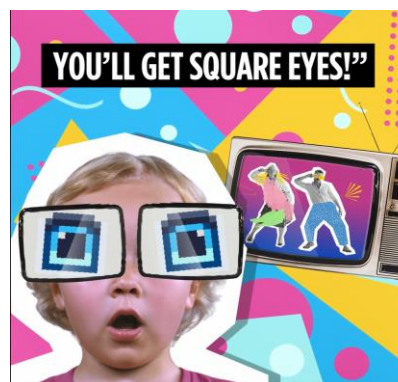
NEW CREATIVE ASSETS



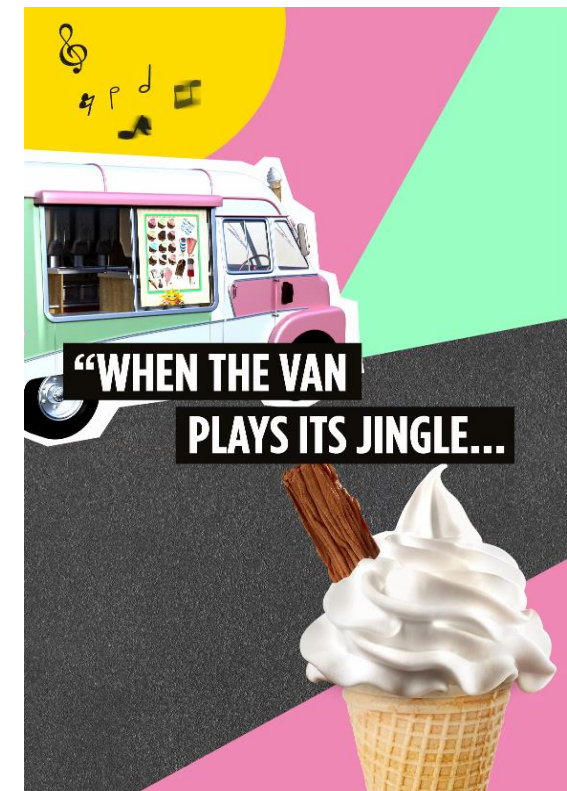
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NEW CREATIVE ASSETS

'Family Fibs' social media assets
(also available in Welsh)



'Family Fibs' in-branch posters
(also available in Welsh)



Please find available assets here: <https://www.takefive-stopfraud.org.uk/law-enforcement-campaign-materials/>

THANK YOU

TELL US ABOUT YOUR PLANS FOR FAMILY FIBS

TAKEFIVE@UKFINANCE.ORG.UK AND TAKEFIVE@FOUR.AGENCY



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