

National Consumer Week 2018 Campaign pack

National Consumer Week (NCW) is an annual consumer education campaign run by the Consumer Protection Partnership (CPP). This year's NCW will run from Cyber Monday - 26 November to the 2 December, with a media launch on Black Friday 23 November.

This year's campaign will raise awareness of online marketplaces and how consumer rights differ when buying online. The strapline for the campaign is 'Know your online marketplace rights', with the hashtag #NCW.

As part of the campaign, CTSI will produce and utilise digital resources (detailed below) which will be shared through our social media channels, alongside a wealth of materials from Citizens Advice and other members of the CPP. The CPP would appreciate as much interaction from consumer protection partners and key stakeholder organisations in sharing these messages. Your involvement in this campaign will help ensure members of the public are educated on and protected when using online marketplaces.

Campaign materials

All campaign materials can be found on the CTSI campaign hub.

Awareness video: CTSI will produce a [video animation](#) highlighting the key messages for the campaign and looking at the rise of online marketplaces. This video will be published online during the campaign and be available to share on all social media channels.

Social media graphics: A number of graphics highlighting key messages for the campaign will be shared via CTSI social media channels, and available to download on the [campaign page](#).

Get involved

Below are some examples of how your organisation can join the campaign:

- **Tweet this:** We're taking part in National Consumer Week to educate consumers about their responsibilities when buying from online marketplaces #NCW
<https://youtu.be/InL1uQVrOPw>
- **Post this on Facebook/LinkedIn:** Do you know how your consumer rights differ when buying goods from online marketplaces? Know what to do if you buy online and something goes wrong? Follow National Consumer Week #NCW for the latest advice to help you shop safely online this #CyberWeek <https://youtu.be/InL1uQVrOPw>
- **Add this slogan to your email footer/signature:** National Consumer Week 2018 kicks off on 26 November. Find out how you can get involved by visiting <https://www.tradingstandards.uk/news-policy/campaigns> #NCW
- **Use this hashtag:** #NCW
- **Follow CTSI on social media:** share our posts on [Twitter](#), [Facebook](#), [LinkedIn](#)

Example social media posts

Below is a list of pre-written social media posts. Feel free to tweak or change as appropriate, or alternatively create your own content based on the info on the Citizens Advice campaign site. Please also retweet from the @CTSI_UK Twitter account to gain as much reach for this year's campaign as possible.

- Is your business familiar with consumer's rights when buying online? Take a look at our #BusinessCompanion guides - <https://www.businesscompanion.info> #NCW
- #NCW is raising awareness and understanding amongst consumers about online marketplaces <https://youtu.be/lnL1uQVrOPw>
- Confusing terms and conditions mean people aren't always aware of their rights when buying online. Keep your T&C's clear and transparent #NCW #CyberMonday
- We're taking part in National Consumer Week to educate businesses about their responsibilities with regards to subscriptions #NCW #CyberMonday <https://youtu.be/lnL1uQVrOPw>
- This National Consumer Week, learn all about your rights when using online marketplaces with this great video from @CTSI_UK <https://youtu.be/lnL1uQVrOPw> #NCW

Useful link and contacts

CTSI campaign hub: <https://www.tradingstandards.uk/news-policy/campaigns>

Citizens Advice National Consumer Week campaign hub: <https://www.citizensadvice.org.uk/about-us/our-campaigns/all-our-current-campaigns/NCW/>

CTSI Press Office: pressoffice@tsi.org.uk