# **National Consumer Week 2016**

**Social media pack**

**#SwitchedOn**

National Consumer Week 2016 (November 28 to December 2) will focus on getting consumers 'Switched On' to their rights and product safety when buying electrical goods. It also aims to educate businesses about their legal responsibilities when selling electrical goods.

This year’s theme of ‘Switched On’ is underpinned by research conducted by the Citizens Advice Partnership Knowledge Hub, which has identified a large number of problems with electrical goods.

The campaign will launch on **Monday 28 November**, Cyber Monday, and conclude on **Friday 2 December.**

We encourage all those involved in consumer protection to support the campaign on social media. CTSI is leading on the business side of the campaign to make businesses aware of their legal obligations in relation to electrical safety and consumer redress.

This pack will help you to use social media to achieve the campaign’s objectives. For more details about the campaign visit the [CTSI website.](http://www.tradingstandards.uk/events/NationalConsumerWeek2016.cfm)

**How to get involved**

Please post regularly about the campaign on your social media channels, directing people to the campaign site. Always use the hashtag where possible.

**Hashtag:** #SwitchedOn

Please see below for pre-written tweets and Facebook posts that you can use. Feel free to tweak or change as appropriate, or alternatively create your own content based on the info on the campaign site.

**Sample tweets - general**

* National Consumer Week kicks off on Mon 28 Nov. Find out how you can get involved by going to <http://bit.ly/2e7g4B4> #SwitchedOn
* National Consumer Week 2016 is here! This year we're focusing on electrical safety. Follow the hashtag #SwitchedOn [Link to article on website]
* We're taking part in National Consumer Week to educate businesses about their responsibilities when selling electrical goods #SwitchedOn
* 67% of UK businesses sell directly to consumers. Are you familiar with the Consumer Rights Act? Get #SwitchedOn <http://bit.ly/2fyVAhq>
* Are you #SwitchedOn to your responsibilities? The @CMA has found just 15% of businesses are familiar with the Consumer Rights Act
* 5% of businesses facing a dispute needed to go to court to resolve it. Don't be one of them. Get #SwitchedOn to your responsibilities

**Tweets to use with images**

1. Selling electrical goods? Make sure your business is #SwitchedOn to its responsibilities and complies with the law. [CTSI NCW Tweet 4]
2. Know your responsibilities and your customers' rights when selling electrical goods. It will save you time and money #SwitchedOn [CTSI NCW Tweet 2]
3. Faulty electrical goods can lead to potentially dangerous incidents. Businesses that sell these must comply with the law #SwitchedOn [CTSI NCW Tweet 3]
4. Are you confident your business complies with the law? Get #SwitchedOn to what your responsibilities are as a trader. [CTSI NCW Tweet 1]

**Monday tweets**

* Is your business #SwitchedOn? Make sure you are up to date on the requirements of the law when selling electrical goods #CyberMonday
* Goods bought online or on the high street come with difference cancellation rights. Are you #SwitchedOn to your legal obligations?
* Selling electrical goods? There could be more to it than you think. Keep your customers safe and happy #SwitchedOn <http://bit.ly/2fOJ1BP>

**Tuesday tweets**

* Many of us use electrical products every day. Traders are you #SwitchedOn to your legal obligations? <http://bit.ly/1Yq5AXO>
* Businesses that sells second-hand electrical goods must comply with the law. Here's how... #SwitchedOn <http://bit.ly/2fOAgYy>
* Electrical equipment must be safe. If it complies with an acceptable standard it will normally meet safety requirements #SwitchedOn

**Wednesday tweets**

* Most of the goods we use every day are electrical. Traders must guarantee the products they sell are safe for consumers to use #SwitchedOn
* Do you know what criteria electrical products need to meet to comply with the law? #SwitchedOn <http://bit.ly/2fyZsiy>
* Traders: knowing your responsibilities is good for business and consumer confidence. Read our guide on the Consumer Rights Act #SwitchedOn

**Thursday tweets**

* Are you familiar with the law around selling electrical goods? Take a look at our guides and get #SwitchedOn <http://bit.ly/2fOJ1BP>
* If you import, produce or distribute goods, including second-hand, the law states they must be safe for the consumer to use #SwitchedOn
* Do you know what cancellation rights your customers' are entitled to? Find out more in our guide #SwitchedOn <http://bit.ly/2fOQ3GN>

**Friday tweets**

* Make sure your business isn't breaking the law. If you sell any type of product intended for consumers, it must be safe #SwitchedOn
* What is a safe product? Find out if your products comply, see our online guides for advice #SwitchedOn <http://bit.ly/2fyXZIO>
* Keep your customers safe and happy. Get #SwitchedOn and make sure you are complying with the law <http://bit.ly/2fOJ1BP>

**Sample Facebook posts**

* National Consumer Week 2016 is here and the focus is electrical safety. The chance to educate consumers about their rights and businesses about their responsibilities when buying or selling electrical goods <http://bit.ly/2e7g4B4>
* Just 15% of businesses are aware of the Consumer Rights Act. As a business are you #SwitchedOn to your responsibilities? For help and advice and more information about how to get involved visit our website <http://bit.ly/2e7g4B4>
* We're taking part in National Consumer Week to educate businesses about their responsibilities when selling electrical goods #SwitchedOn <http://bit.ly/1Yq5AXO>

**Useful links**

* CTSI campaign page <https://www.tradingstandards.uk/events/NationalConsumerWeek2016.cfm>
* Citizens Advice campaign page <https://www.citizensadvice.org.uk/ncw16/>
* Business Companion website <https://www.businesscompanion.info/>

**Relevant guides on Business Companion**

<https://www.businesscompanion.info/en/quick-guides/product-safety>

<https://www.businesscompanion.info/en/quick-guides/product-safety/electrical-equipment>

<https://www.businesscompanion.info/en/quick-guides/product-safety/second-hand-electrical-goods> <https://www.businesscompanion.info/en/quick-guides/goods/the-sale-and-supply-of-goods>

<https://www.businesscompanion.info/en/quick-guides/distance-sales/consumer-contracts-distance-sales>

<https://www.businesscompanion.info/en/quick-guides/product-safety/general-product-safety-distributors>

<https://www.businesscompanion.info/en/quick-guides/product-safety/general-product-safety-producers>

<https://www.businesscompanion.info/en/quick-guides/business-information-other/intellectual-property>