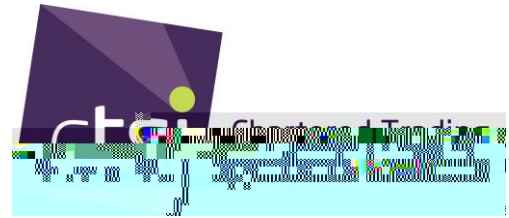


National Consumer Week

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.

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