

# NCA MONEY MULES CAMPAIGN

## SOCIAL MEDIA TOOLKIT

Launch date: 8 FEBRUARY 2021

**#DontBeFooled**  
**#MoneyMule**



**NCA**  
National Crime Agency

**NO PHONE**   
**NO BANK ACCOUNT**   
**NO CAREER**   
**A CRIMINAL RECORD** 

Don't let this be you. Letting someone use your bank account to send money to the UK is a crime.

**#DONTBEFOOLED #MONEYMULE**

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# NCA MONEY MULES CAMPAIGN

Our threat insight shows that money muling (money laundering) amongst young people is on the rise. This is a serious issue that not only has consequences for the money mule, but for society as a whole. The criminals behind money muling often use the cash to fund major crime, like terrorism and people trafficking.

This campaign aims to deter students from becoming money mules, by explaining that moving money through your bank account on behalf of someone else is money laundering and is illegal. The campaign also intends to explain how criminals operate and why students are a target, while also communicating the serious consequences of participating in such schemes.

#DontBeFooled  
#MoneyMule



# DOWNLOADABLE IMAGES/VIDEOS



No  
more  
student  
loans.

DON'T BE FOOLED



UK  
FINANCE

cifas



DOWNLOAD THE LATEST ASSETS HERE  
<https://spaces.hightail.com/space/9tZvaSAFTu>



# Suggested social media posts

## Twitter

Students can become #MoneyMules unwittingly. They may think they're giving out their bank details for a genuine reason, then end up involved in money mule fraud.

#DontBeFooled by offers of quick cash. Tell @CrimestoppersUK what you know anonymously.

Learn more  <https://moneymules.co.uk>

*Suggested visual: UK Finance - What is a Money Mule? Animation*

There's no such thing as 'money for nothing'. You may think it's an easy earn but letting someone use your bank account to send money to the UK is a crime.

Have you been approached? Tell @CrimestoppersUK what you know 100% anonymously. #DontBeFooled #MoneyMule

Suggested visual: Money Mules 2 (MP4)

Don't be fooled. Be cautious of unsolicited offers to make easy money. If it sounds too good to be true, it probably is.

Learn more  <https://moneymules.co.uk>

#DontBeFooled #MoneyMule

*Suggested visual: gif-3 (MP4)*

*Further suggested posts for social media can be found here: <https://spaces.hightail.com/space/9tZvaSAFTu>*

# Suggested social media posts

## Facebook and LinkedIn

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Learn more ➡ <https://moneymules.co.uk>

*Suggested visual: UK Finance - What is a Money Mule? Animation*

There is no such thing as 'money for nothing'. Agreeing to someone using your bank account to send money into the UK is a crime.

You may think it's an easy earn, but you could be landed with a criminal record.

Have you been approached? Tell Crimestoppers what you know 100% anonymously on 0800 555 111.

Learn more ➡ <https://moneymules.co.uk>

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## Instagram

Students can become #MoneyMules unwittingly. They may think they're giving out their bank details for a genuine reason, then end up involved in money mule fraud.

#DontBeFooled by offers of quick cash. if you know someone who has been approached tell @crimestopperstrust what you know 100% anonymously on 0800 555 111.

Learn more  [moneymules.co.uk](https://moneymules.co.uk)

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