



Police Service
of Northern Ireland



TRUST TRAP: YOU'RE NOT TO BLAME

CAMPAIGN TOOLKIT

WELCOME TO

THE TRUST TRAP: YOU'RE NOT TO BLAME CAMPAIGN TOOLKIT

This toolkit includes a series of new assets and messages that we need your help to share with young people and make them aware of online risks and reporting pathways.

Your support in sharing this content and protecting young people in our community is greatly appreciated.

This campaign uses clips from BBC's popular docuseries **Teen Predator/Online Killer.**

Alexander McCartney from Northern Ireland, was sentenced to life imprisonment for orchestrating one of the UK's largest catfishing cases. He used fake online identities to abuse and blackmail thousands of children globally, leading to devastating consequences including the manslaughter of a 12-year-old girl.

1. **BACKGROUND**
2. **OBJECTIVES**
3. **KEY MESSAGES**
4. **HOW TO SHARE**
5. **REELS**
6. **SOCIAL MEDIA**
7. **PRINTED MATERIALS**
8. **WEBSITE**
9. **CONTACT DETAILS**



1. CAMPAIGN BACKGROUND

The Safeguarding Board for Northern Ireland (SBNI) and the Police Service of Northern Ireland (PSNI) have partnered with an external agency to develop creative visual assets to educate young people and their parents and carers about online risks and reporting pathways, in accordance with Northern Ireland Executive's Online Safety Strategy.

The campaign focuses on the following areas:

- 1. ONLINE PREDATORS & THE ISSUE OF GROOMING**
- 2. FAKE ONLINE PROFILES & CATFISHING**
- 3. RISKS AROUND YOUNG PEOPLE & SHARING IMAGES ONLINE**
- 4. RAISING AWARENESS OF DANGERS ONLINE**

2. CAMPAIGN OBJECTIVES

AWARENESS & EDUCATION

The campaign aims to educate young people and their parents and carers, and help them understand how they can protect themselves and their loved ones from becoming a victim of digital crimes and the dangers of sending nudes online.

SUPPORT

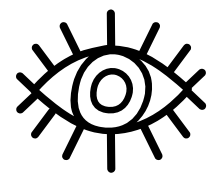
Signpost victims to where they can find sources of support and help if they have experienced catfishing, grooming, blackmail or pressure to send nudes, or been made to do something else that they didn't want to.

ACTION

The campaign aims to encourage action by increasing the number of young people reporting crimes related to catfishing, grooming and blackmail to the PSNI.



3. CAMPAIGN KEY MESSAGES



AWARENESS

Visit the Police Service of Northern Ireland website or SBNI's Online Safety Hub to learn more about catfishing, online grooming and risks associated with sending nude images.



ACTION

If you are a victim, Police can help. Call us on 101 or report online at psni.police.uk/makeareport

[CLICK HERE](#)

VICTIM SUPPORT

- Online predators can seem really nice but they **hide who they are by sending fake images & videos to trick you.**
- Blackmail, pressure to send nudes & fake profiles can happen to anyone. If you fall for the Trust Trap, **it is never your fault. You are not alone. You are not in trouble. Speak up & tell someone.**
- It's **not okay** for someone to **force or pressure you into sharing nude photos or videos online.**
- Predators can create **fake online profiles** and **trick you** into sharing nudes. It can happen to anyone and it's **never your fault.**
- Children who are targeted online often stay silent and not tell anyone. Whatever's happening, you **don't have to cope with it alone.**

PARENTS & CARERS

- You may think your child would be able to spot an online predator, but the truth is that **they are incredibly manipulative and convincing.**
- Online groomers may hide who they are by sending photos or videos of other people. They will **share common interests, give gifts, and say all the right things to win their trust.** It's not easy for a young person to tell if someone is genuine or not.



4. HOW TO SHARE

We would greatly appreciate your engagement in sharing the assets included within this toolkit across your own channels and in local community groups that you may be a member of/host. With your help, this campaign can reach as many young people as possible from all communities in Northern Ireland.

Within this toolkit, there are numerous items of content that you can share on your channels and within your network. This includes:

1.

SOCIAL MEDIA GRAPHICS

2.

X5 SHORT REELS

3.

POSTERS

4.

BUSINESS CARDS

SUGGESTED SOCIAL MEDIA CAPTIONS:

Being blackmailed after sharing a nude?

It can happen to anyone. You're not to blame and you're not alone.

Take control:

- Don't pay
- Block them
- Report the account to the platform
- Tell a trusted adult
- Report to the police

Find out more: onlinesafetyhub.safeguardingni.org

Been made to do something online you didn't want to?

Whether it was sharing a nude or anything else, you're not to blame.

Take control:

- Don't pay
- Block them
- Report the account to the platform
- Tell a trusted adult
- Report to the police

Find out more: onlinesafetyhub.safeguardingni.org

Predators create fake online profiles to trick you into sharing nudes.

It can happen to anyone, you're not to blame.

Take control:

- Don't pay
- Block them
- Report the account to the platform
- Tell a trusted adult
- Report to the police

Find out more: onlinesafetyhub.safeguardingni.org



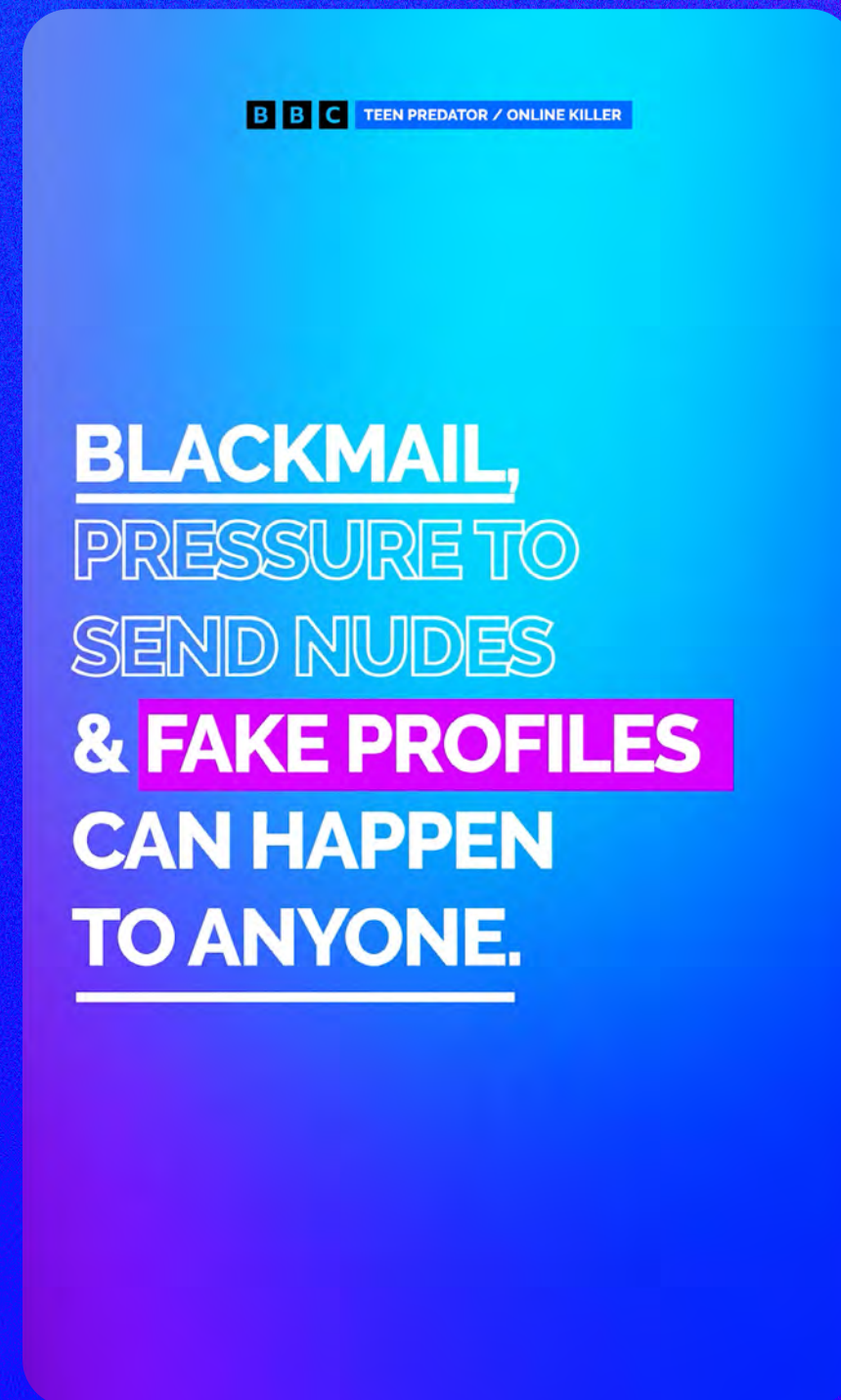
5. CAMPAIGN REELS

The following reels have been created using clips from BBC's popular docuseries, [Teen Predator/Online Killer](#).

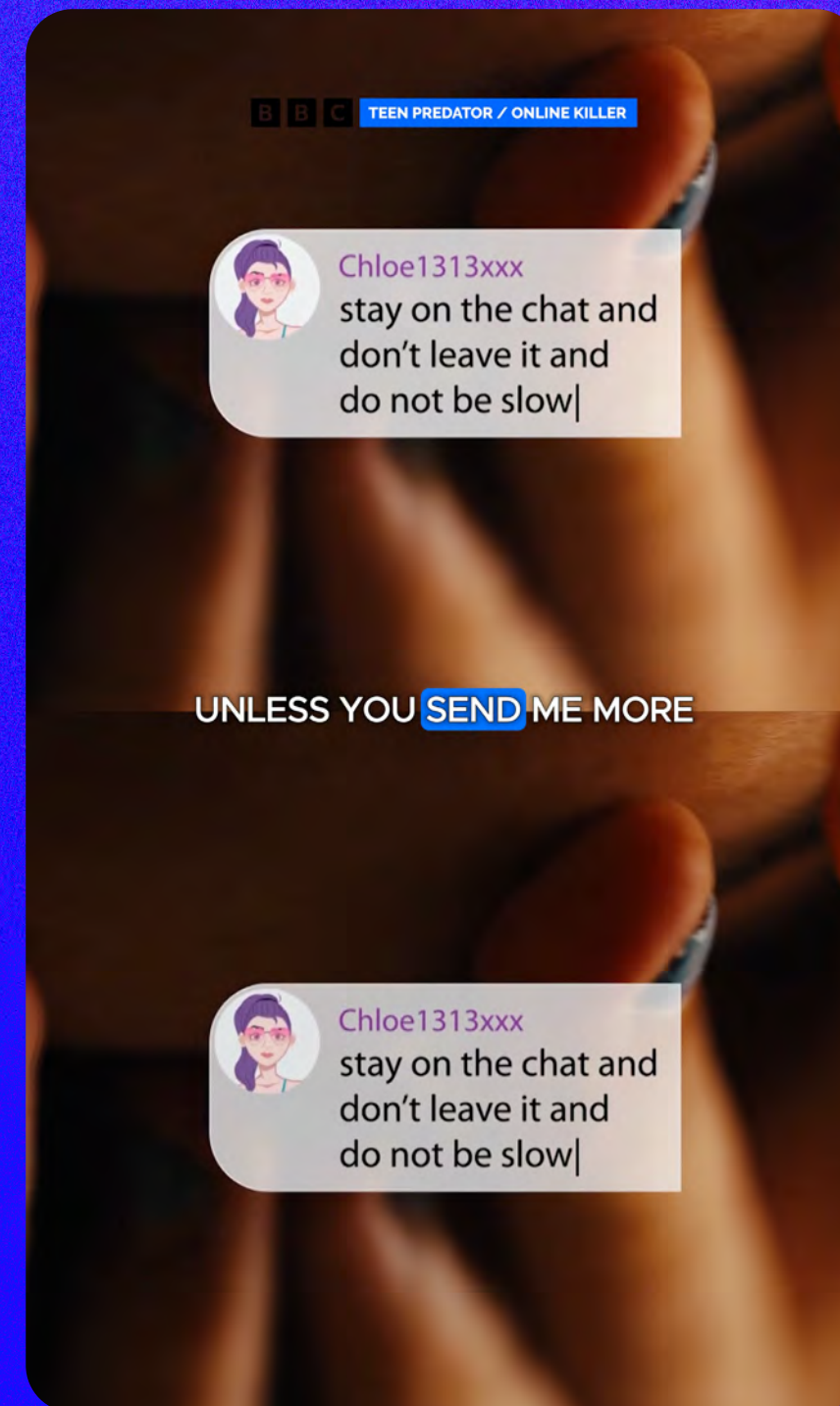
The Campaign Reels can be found [here](#).



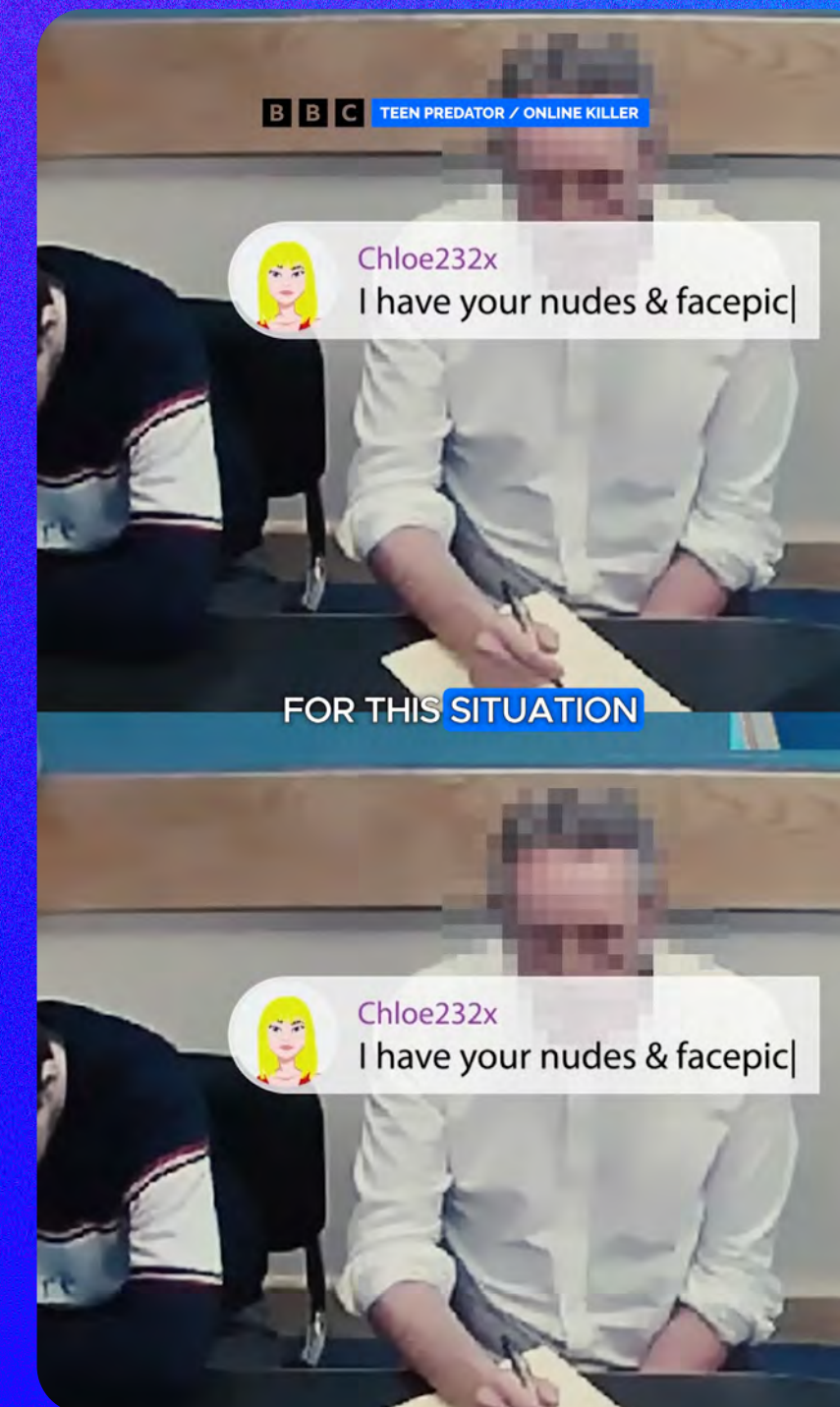
Messages of Hope & Accountability



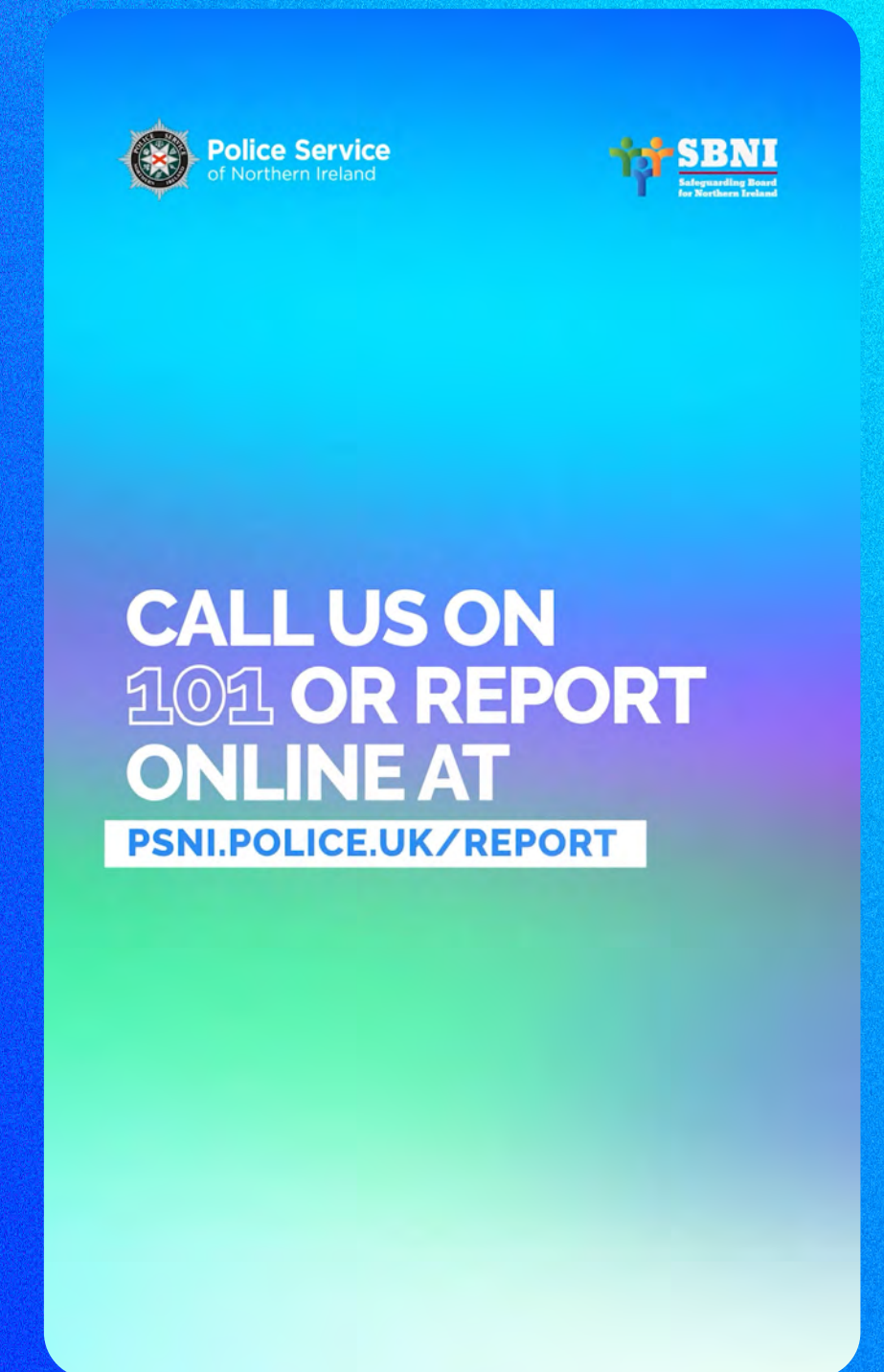
The Consequences of Online Exploitation



The Danger of Online Predators



The Reality of Online Catfishing



The Voices of Victims



6. CAMPAIGN SOCIAL MEDIA

The Campaign Social Media assets can be downloaded [here](#).

Trust Trap: You're not to blame

Police Service of Northern Ireland SBNI

BLACKMAIL & FAKE PROFILES CAN HAPPEN TO ANYONE.

IT IS NEVER YOUR FAULT.

YOU ARE NOT ALONE.

YOU ARE NOT IN TROUBLE.

SPEAK UP & TELL SOMEONE.

Call us on 101 or make a report at psni.police.uk/report or visit onlinesafetyhub.safeguardingni.org

Trust Trap: You're not to blame

Police Service of Northern Ireland SBNI

IF SOMEONE TRICKS YOU INTO SHARING NUDES OR TRIES TO BLACKMAIL YOU, IT'S NOT OKAY.

WE CAN HELP.

CALL US ON 101 OR REPORT ONLINE AT [PSNI.POLICE.UK/REPORT](https://psni.police.uk/report) OR VISIT [ONLINESAFETYHUB.SAFEGUARDINGNI.ORG](https://onlinesafetyhub.safeguardingni.org)

Call us on 101 or make a report at psni.police.uk/report or visit onlinesafetyhub.safeguardingni.org

Trust Trap: You're not to blame

Police Service of Northern Ireland SBNI

EVERYONE DESERVES TO...

- FEEL SAFE ONLINE + OFFLINE
- HAVE PRIVACY
- HAVE HEALTHY BOUNDARIES
- FEEL IN CONTROL

Call us on 101 or make a report at psni.police.uk/report or visit onlinesafetyhub.safeguardingni.org

Trust Trap: You're not to blame

Police Service of Northern Ireland SBNI

ONLINE PREDATORS CAN SEEM REALLY NICE BUT THEY HIDE WHO THEY ARE BY SENDING FAKE IMAGES + VIDEOS TO TRICK YOU.

Call us on 101 or make a report at psni.police.uk/report or visit onlinesafetyhub.safeguardingni.org

Trust Trap: You're not to blame

Police Service of Northern Ireland SBNI

BLACKMAIL, PRESSURE TO SEND NUDES + FAKE PROFILES CAN HAPPEN TO ANYONE.

Call us on 101 or make a report at psni.police.uk/report or visit onlinesafetyhub.safeguardingni.org

Trust Trap: You're not to blame

Police Service of Northern Ireland SBNI

NOT EVERYONE IS WHO THEY CLAIM TO BE + SPOTTING A FAKE PROFILE IS NOT THAT SIMPLE.

Call us on 101 or make a report at psni.police.uk/report or visit onlinesafetyhub.safeguardingni.org

Trust Trap: You're not to blame

Police Service of Northern Ireland SBNI

TELLTALE SIGNS OF A FAKE PROFILE CAN BE:

- BUILDING TRUST QUICKLY.
- ASKING YOU TO DO THINGS YOU ARE NOT COMFORTABLE WITH.
- ASKING YOU TO SEND NUDE IMAGES.

Call us on 101 or make a report at psni.police.uk/report or visit onlinesafetyhub.safeguardingni.org

Trust Trap: You're not to blame

Police Service of Northern Ireland SBNI

IT'S NOT OKAY FOR SOMEONE TO FORCE OR PRESSURE YOU INTO SHARING NUDE PHOTOS OR VIDEOS ONLINE.

YOU ARE NOT ALONE.

YOU ARE NOT TO BLAME.

YOU ARE NOT IN TROUBLE.

Call us on 101 or make a report at psni.police.uk/report or visit onlinesafetyhub.safeguardingni.org

Trust Trap: You're not to blame

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ARE YOU BEING BLACKMAILED ONLINE AFTER SENDING A NUDE?

IT'S NEVER YOUR FAULT. YOU ARE NOT TO BLAME.



Call us on 101 or make a report at psni.police.uk/report or visit onlinesafetyhub.safeguardingni.org



7. CAMPAIGN PRINTED MATERIALS

The Campaign Printed Materials include a flyer, poster and business card. These files can be downloaded [here](#).



Trust Trap: You're not to blame  **Police Service** of Northern Ireland  **SBNI** Safeguarding Board for Northern Ireland


ARE YOU BEING BLACKMAILED ONLINE AFTER SENDING A NUDE?

WHATEVER IS HAPPENING, YOU DON'T HAVE TO COPE WITH IT ALONE.

IT'S NEVER YOUR FAULT. YOU ARE NOT TO BLAME.

TAKE CONTROL. DON'T PAY. BLOCK THEM. TELL SOMEONE.

Call us on 101 or make a report at psni.police.uk/report or visit onlinesafetyhub.safeguardingni.org

We can help.  Scan to visit the Online Safety Hub.



8. CAMPAIGN WEBSITE

All campaign assets can be found [here](#).

For more information on the issues discussed throughout this campaign and the support that is available, visit the [Online Safety Hub](#).

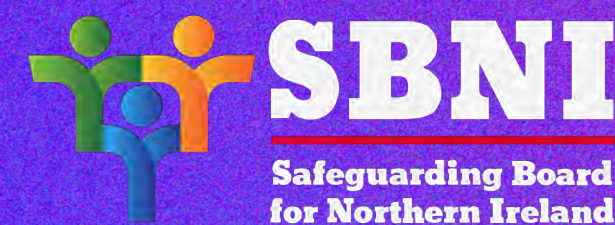
9. CAMPAIGN CONTACT DETAILS

To discuss campaign communications, please contact

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Police Service
of Northern Ireland



To discuss issues of Online Safety, please contact

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