



2020 Underwriters Laboratories World Anti-Counterfeiting Week Social Media Guide



What is *Be Safe Buy Real*™?

UL's World Anti-Counterfeiting Week, *Be Safe Buy Real*, is an annual global campaign designed to raise awareness among the general public, industries, governments and societies about the health and safety risks associated with consequences of counterfeiting.

For one week (November 16 – 20, 2020), specialists in IP crime and counterfeiting will contribute their expertise to UL's *Be Safe Buy Real* campaign through social media posts, interviews, articles, infographics, and videos that will provide valuable and surprising insights.

How can you get involved?

1

Share pre-campaign assets

Help us get the word out about the *Be Safe Buy Real* campaign! Share our campaign assets through your personal and professional social channels leading up to the campaign week.

Please visit BeSafeBuyReal.UL.org to download the campaign assets.

2

Share social posts during the campaign week

Share *Be Safe Buy Real* information through your personal and professional social channels to promote important health and safety messages!

Social Media Recommended Hashtags:

#besafebuyreal #BSBR #BSBR 2020 #WACW #WACW2020

3

Become a *Be Safe Buy Real* ambassador

Sign up for our e-mail broadcast and every day of the World Anti-Counterfeiting Week (November 16 – 20, 2020) you'll get an e-mail with links to all our posts. Then simply like, share, retweet and forward.

Sign up for the e-mail broadcast here:

<https://besafebuyreal.ul.org/join-now>