



Underwriters Laboratories World Anti-Counterfeiting Week 2020

Thank you for supporting Underwriters Laboratories' second annual anti-counterfeiting campaign, Be Safe Buy Real™. To help our community stay safe and healthy, the Be Safe Buy Real campaign has a goal of engaging with our partners to raise awareness about the serious health and safety risks associated with counterfeit products. Here are a few ways to help you get involved in the Be Safe Buy Real campaign in November 2020.

Share social media posts

Be Safe Buy Real team will upload two social media posts each day with campaign assets including infographics, interview articles, videos and whitepapers before and during the campaign week. We are asking our partners to select at least one post per day that fits with your organizations' brand messaging and share via your social channel. Please see the social media calendar below and follow our social channels. You will be able to find the Be Safe Buy Real social posts at the following links:



Twitter: [SafetyAtHome](https://twitter.com/SafetyAtHome)



Facebook: [SafetyAtHome](https://www.facebook.com/SafetyAtHome)

Social Media Recommended Hashtags: #BeSafeBuyReal #BSBR #BSBR2020 #anticounterfeiting

Pre-Campaign Week Posts

(*scheduled to post at 2pm CST each day)

| Schedule to post | Topic | Type | Title |
|------------------|----------------|-------------|--|
| Wed, Nov. 11 | Global Impact | Infographic | "4 Key Links Between Fakes and COVID-19" |
| | | Report | "Gen Z Insights: Brands and Counterfeit Products" (courtesy of INTA) |
| Thur, Nov. 12 | Safe Shopping | Infographic | "7 Tips to Verify Legitimate Online Shopping Websites" |
| | | Infographic | "8 Tips When Purchasing Products Online" |
| Fri, Nov. 13 | Home Safety | Infographic | "How to Stay Safe When Streaming Online" (co-branded with AAPA) |
| | | Infographic | "4 Ways to Identify Fake Smoke Alarms" |
| Sat, Nov. 14 | Human Health | Infographic | "Know the Dangers Behind Counterfeit Toys" |
| | | Infographic | "The Dangers of Counterfeit Cosmetics and Fragrances" |
| Sun, Nov. 15 | Battery Safety | Infographic | "What Keeps Lithium-Ion Batteries Safe?" |
| | | Interview | "Only Purchase Certified Batteries from Trusted Sources" Judy Jeevarajan, Underwriters Laboratories |

Campaign Week Posts

(*scheduled to post at 8pm CST each day)

| Schedule to post | Topic | Type | Title |
|------------------|----------------|-------------|--|
| Sun, Nov. 15 | Global Impact | Infographic | "Social, Ethical and Health Consequences of Counterfeiting" |
| | | Interview | "Know the Hidden Dangers of Counterfeits" Steve Francis, IPR Center |
| Mon, Nov. 16 | Battery Safety | Video | "Fake Batteries Put Your Health & Safety at Risk" |
| | | Whitepaper | "Counterfeit Lithium-ion Cells and Batteries" |
| Tue, Nov. 17 | Safe Shopping | Infographic | "How to Spot Counterfeit Products Online" (co-branded with ICCE) |
| | | Interview | "How to Make Sure You Get the Real Stuff" Christina Mitropoulos, AAFA |
| Wed, Nov. 18 | Home Safety | Infographic | "What You Need to Know about Water Filters" (co-branded with AHAM) |
| | | Infographic | "5 Ways to Avoid Counterfeits" (co-branded with ESFI) |
| Thur, Nov. 19 | Human Health | Infographic | "COVID 19 and Counterfeit Products" |
| | | Infographic | "Don't Let Counterfeiters Profit at the Expense of Your Health" Laurie Dempsey, CBP |





Underwriters Laboratories World Anti-Counterfeiting Week 2020

Become a Be Safe Buy Real™ ambassador

Sign up to receive a daily email with links to all of our social media posts during the campaign week! Each day of the week will be dedicated to a main campaign theme.

Sign up for the email broadcast here:

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

Download our campaign toolkit here:

<https://besafebuyreal.ul.org/resource/campaign-toolkit>

Join Underwriters Laboratories' anti-counterfeiting virtual research symposium

During this year's second annual Be Safe Buy Real campaign, we are hosting the Anti-Counterfeiting Virtual Research Symposium (Nov. 18). This symposium will feature researchers and leaders of anti-counterfeiting initiatives to discuss the health and safety effects of counterfeiting.

For more information about the Anti-Counterfeiting Virtual Symposium, please visit our [website](#).

Take action – make our voice heard to your elected officials

Send a message to your elected officials to fight against counterfeiting. We encourage you to use our digital advocacy tool that allows you to send a message to your elected officials and engage on public policy issues related to counterfeiting. Please urge legislators to protect consumers who are negatively impacted by counterfeit products.

Visit [here](#) to learn more about using this tool.

Note: This messaging campaign is only open to citizens of the United States as this tool only communicates to U.S. legislators.

Highlight your events

Does your organization have events related to counterfeiting?

Please let us know at BeSafeBuyReal@UL.org. We cannot guarantee placement, but we'll do our best to feature your events.