



Crime Prevention Month 2023



SOCIAL

MEDIA

Toolkit



Don't Get Spooked By Crime

Keep your community safe during Crime Prevention Month!

Follow McGruff the Crime Dog® on social media @McGruffatNCPC to keep up with the crime fighter and his spooky adventures all month long.

The themes for this Crime Prevention Month are:

Week 1:
Violent Crime

Week 2:
Cybercrime

Week 3:
Fentanyl

Week 4:
Counterfeits

LET'S GET SOCIAL!

- FB/IG/X/Tiktok/Threads:
@McGruffatNCPC
- LinkedIn: /national-crime-prevention-council/
- Hashtag:
#CrimePreventionMonth

DOWNLOAD GRAPHICS

[Download graphics](#) for your social channels.



Week 1: Take A Bite Out Of Violent Crime

Take A Bite Out Of Crime and your favorite candy this #SpookySeason with tips from @McGruffatNCPC : <https://www.ncpc.org/preventviolentcrime/>



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What's scarier than a dog behind the wheel? A crook! Carjackings are skyrocketing across the U.S. Check out these bone-a-fide tips to stop car theft in your community: <http://archive.ncpc.org/resources/files/pdf/celebrate-safe-communities/NCPC-autotheft-101.pdf>



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Say it with us: Violent crime has no place in our communities! Stop criminals in their tracks with these tips from @McGruffatNCPC himself: <https://www.ncpc.org/preventviolentcrime/>



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Your Halloween costumes will be paw-sitively stunning! Even if you don't dress up as @McGruffatNCPC, follow his advice for staying safe:



- Don't accept rides from strangers.
- Stick to well-lit paths and walkways.
- Avoid walking alone.

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Week 2: Decoding Cybercrime

You know what's worse than getting ghosted? Getting scammed! Avoid clicking on links from unknown senders to steer clear of internet ghouls!
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Here's a scary statistic: there are 2,200+ cyber attacks each day, many targeting small businesses. Protect yourself and your business with these tips from the National Crime Prevention Council:



- Think before you click on links from someone you don't know.
- Use strong passwords.
- Keep all software current with automatic updates.

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Don't you feel like someone is always watching you? Stay aware and safe from cyber criminals with these tips from @McGruffatNCPC.
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It's time to bust some cyberbullies! Check out @McGruffatNCPC's tips for stopping online trolls who try to spook you:
<https://www.ncpc.org/resources-2/cyberbullying/>



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Week 3: Future of Fentanyl

We lose another life to illicit fentanyl every five minutes. Share @McGruffatNCPC's resources to help communities fight the fentanyl epidemic:



<https://www.ncpc.org/fighting-fentanyl/>

WARNING: An increasing number of fake pills are laced with xylazine, a powerful sedative, in addition to fentanyl. Educate yourself and your friends about fentanyl and stay safe: <https://www.ncpc.org/fighting-fentanyl/>



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@McGruffatNCPC is working to stop the fentanyl crisis during the "Future of Fentanyl" webinar on October 19. Speakers will discuss the worsening epidemic and how you can take action. Register today: https://secure.everyaction.com/qf67kz7dk0qkQm_miyrFAw2



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This #CrimePreventionMonth, we're honoring those fallen victim to illicit fentanyl. Read stories of the people lost too soon at livesproject.org, a digital fentanyl remembrance quilt from @McGruffatNCPC.



Week 4: Haunted By Counterfeits

Counterfeiters are dressing up their products to look like the real thing. @McGruffatNCPC can help you spot the fake #CrimePreventionMonth #GoForReal: <https://ymiclassroom.com/video/ncpc/>



Let's UNMASK the counterfeit industry:

- 350,000+ people in the US are injured by fake electronics every year.
- Counterfeiting takes TRILLIONS of dollars out of the global economy and into the hands of criminals.
- The counterfeit industry costs 750,000+ American jobs each year.



Watch this new PSA featuring McGruff the Crime Dog → McGruffPSA.org #CrimePreventionMonth #GoForReal

Enjoy a treat and don't get tricked by fake products! Fake skin care products might be cheaper, but they contain dangerous chemicals that could send you to the hospital.



Share McGruff's new PSA to raise awareness on the dangers of counterfeits → McGruffPSA.org #CrimePreventionMonth #GoForReal

Fakers gonna fake. It's important to #GoForReal and talk about the dangers of counterfeit goods with your friends. Go to McGruffPSA.org to uncover the truth! #CrimePreventionMonth



Calendar of Activities

OCTOBER



2023

SUN	MON	TUE	WED	THU	FRI	SAT
1 First Day of Crime Prevention Month	2	3	4 National Coffee With A Cop Day	5 BJA: Convening on Witness Intimidation	6 BJA: Convening on Witness Intimidation	7
8	9	10	11	12	13 #Flashback McGruff Day	14 IACP Conference and Expo
15	16	17	18	19	20	21
IACP Conference and Expo	IACP Conference and Expo	IACP Conference and Expo		Fighting Fentanyl! Webinar		
22	23 #ThinkAgain Day	24	25	26 Anti-Counterfeiting Twitter Chat	27	28
29	30	31 Go For Real Halloween TakeOver	1	2	3	4