**CHECK BEFOR YOU ACCEPT**

CHECK BEFORE YOU ACCEPT (CBA) is a campaign that raises awareness among teens and young adults on the internet. Our two campaign themes will be safety and prevention due to an increase in the amount of people getting their personal information stolen. This campaign has been created because the internet and electronics are never ending and growing elements in this world and teens to be informed.

To help prevent identity fraud, one simple thing is to never give out any of the account’s password or information that is private to that account. Also, you cannot put your name and/or address on any social media website such as facebook and twitter. Another thing you can do is to use an email that doesn’t link you directly to the account. You can also use an alias when creating an account for anything. Don’t buy anything online unless you trust the person and/or website you are buying it from. Although, you should always keep in mind that you might not know the person. Every time you buy something online you are giving out your credit card information. You can take many steps to prevent information being stolen you are never one hundred percent protected from thieves stealing your information.

The campaign will use the T.V, Pandora radio and any social media site like facebook and twitter to spread the message. The CBA would use the propaganda techniques called plain folks and testimonials. We will use the testimonials technique by getting Rihanna and Eminem to be in the commercials on T.V. We also can get Eminem to read the messages that are on the radio. The CBA will use the plain folk’s technique by saying that we use the same steps to protect ourselves. For social media websites the CBA will use testimonials technique by having people with a lot of friends or followers post on their social networks about the CBA and what the campaign is all about. We would pay celebrities to post CBA messages on social media.

CHECK BEFORE YOU ACCEPT is a very important campaign to help with internet safety and prevention of identity fraud. It is mostly targeted to teens and young adults because they are the most vulnerable demographic. As the internet is evolving more steps may be necessary to be better protected from threats that will harm you. Our job is to warn the people about how the internet can affect them by putting personal information and could lead to a serious situation. Anything personal that’s revealed on internet eventually becomes public, this is why it is always good to take precautions on everything you post.

 Name: CHECK BEFORE YOU ACCEPT

Password: \*\*\*\*\*\*\*\*\*\*\*

Email: Checkbeforeyouaccept@yahoo.com

Do you wonder who is behind your personal information?

Who is looking?

What would happen if you put your personal information on any social media?

**For more information about any questions you may have, visit us on facebook.com at “CHECK BEFORE YOU ACCEPT”**





Both of us are big targets for people to steal our personal information that is why we always Check Before we Accept.

For more information like us on facebook and follow us on twitter.