

Pig Butchering Scam Awareness Program Outline

Objective

To educate and empower participants with the knowledge and tools needed to identify, avoid, and respond to "Pig Butchering" scams, focusing on understanding the scam's tactics, the psychological manipulation involved, and the importance of digital hygiene.

Target Audience

General public with an emphasis on frequent users of social media and dating apps.
Employees in organizations, particularly those in finance, HR, and IT departments.
Students in universities and colleges, especially those enrolled in finance or technology related courses.

Program Structure

Module 1: Introduction to Pig Butchering Scams

- **Overview of Financial Scams:** Brief history and evolution.
- **Understanding Pig Butchering Scams:** Definition, origin of the term, and why it's a growing threat.
- **RealLife Case Studies:** Highlighting significant losses and personal impacts.

Module 2: Tactics and Techniques of Scammers

- **Initial Contact:** How scammers establish contact through social media, dating apps, and messaging platforms.
- **Building Trust:** Techniques used to build rapport and trust over time.
- **Investment Lure:** Transition from personal or romantic conversation to investment opportunities.
- **Fake Platforms:** Introduction to counterfeit investment platforms and apps.

Module 3: Psychological Tactics and Victim Profiling

- **Emotional Manipulation:** Exploration of loneliness, urgency, and greed exploitation.
- **OSINT Techniques:** How scammers use publicly available information to tailor their approach.
- **Profile of a Victim:** Common traits and behaviors that scammers exploit.

Module 4: Recognizing and Responding to Scams

- **Red Flags:** Identifying suspicious behavior and potential warning signs.
- **Verification Techniques:** Steps to verify the legitimacy of contacts and investment opportunities.
- **Protective Measures:** Setting privacy settings, using secure communication channels, and practicing digital hygiene.

Module 5: Legal and Support Framework

- **Reporting Mechanisms:** How and where to report suspected scam activities.
- **Legal Recourse:** Overview of legal actions and rights for scam victims.
- **Support Systems:** Accessing emotional and financial support after being scammed.

Module 6: HandsOn Workshops

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- **ScenarioBased Training:** Interactive sessions where participants respond to simulated scam attempts.
- **Digital Hygiene Practices:** Practical steps to secure online profiles and personal information.
- **Community Support Groups:** Creating a support network for sharing experiences and strategies.

Module 7: Program Closure

- **Review and Q&A:** Summarizing key points and addressing participant questions.
- **Evaluation and Feedback:** Collecting feedback to improve future programs.
- **Resource Distribution:** Providing comprehensive guides, checklists, and contact lists for future reference.

Delivery Methods

- **Interactive Webinars:** Utilizing video conferencing tools to engage with participants remotely.
- **InPerson Workshops:** For organizations, universities, and community centers to provide hands-on experience.
- **Online Modules:** Selfpaced learning modules available on a dedicated program website.
- **Social Media Campaigns:** Short, impactful messages and videos to raise awareness on popular platforms.

Evaluation and Feedback

Pre and post program surveys to measure changes in awareness and preparedness.
Continuous feedback mechanism for participants to suggest improvements and share success stories of avoiding scams.

Program Partners

Collaboration with cybersecurity firms, law enforcement agencies, financial institutions, and educational entities to provide expert insights and support.