

“Smart Use of Communications Services” Consumer Education Campaign 2014/15

TUCAC Paper No. 3/2014

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Introduction



- The Office of the Communications Authority (OFCA) organises a consumer education campaign annually under the title “Smart Use of Communications Services”, aiming to enhance public awareness on the smart use of communications services through a series of mass media, community and contest activities.

Target Audience

- The general public
- The elderly
- Secondary school students

Overview of Activities

Mass Media

- Newspaper advertorials
- Broadcast of short videos

Community

- Roving exhibitions
- Public seminars
- Talks for the elderly

School

- Roving school drama tour cum mini exhibitions
- Photo Storytelling Competition



Newspaper Advertorials

- Bring out educational messages on smart use of communications services in the form of comic strips
- 10 issues on the following topics:
 - Be mindful of data roaming charges
 - Mobile bill shock
 - Customer Complaint Settlement Scheme
 - Smart tips for using 4G services
 - Protect your mobile phone data
 - Wi-Fi safety
 - Understand your communications service contract
 - Radiation safety of base stations, etc.



Newspaper Advertorials

- **Headline Daily**
 - August to October 2014 (every Thursday)
- **Metro Daily**
 - December 2014 to February 2015 (every Wednesday)



Broadcast of Short Videos

- One-minute short videos on data roaming charges, data usage monitoring, and points to note when entering into a service contract
- Broadcast inside the train cabins of East Rail Line, West Rail Line and Ma On Shan Rail Line of MTR
- Broadcast period
 - July 2014 (Summer Holidays)
 - December 2014 (Christmas)
 - February 2015 (Lunar New Year)



Roving Exhibition

- Held at eight different locations
 - Kowloon Park (September 2014)
 - Sheung Tak Plaza, Tseung Kwan O (October 2014)
 - Oi Tung Shopping Centre (November 2014)
 - MTR Hong Kong Station (December 2014)
 - Ma On Shan Plaza (January 2015)
 - MTR Tsuen Wan Station (February 2015)
 - Central Government Offices (March 2015)
 - Cheung Shan Wan Government Offices (March 2015)



Roving Exhibition



- Game booth
- Family activity
- Photo corner
- Broadcast of short videos
- Interactive games and premiums
- Number of visitors for the first three exhibitions: 8,000

Public Seminars

- Theme: protect your mobile phone data and use mobile data services smartly
- Co-organiser: Professional Information Security Association (PISA)
- Four sessions:
 - Space Museum (August 2014)
 - Duke of Windsor Social Service Building (September 2014)
 - Hong Kong Science Museum (December 2014)
 - Hong Kong Central Library (December 2014)
- Participants of the first two sessions: 390

「智Smart上網你要識」免費講座
安全流動上網你要知

【智 Smart 上網你要識】講座詳情

日期	2014年12月12日 (星期六)	2014年12月19日 (星期六)
時間	11:30am - 12:30pm	11:30am - 12:30pm
地點	香港科學館演講廳	香港中央圖書館演講廳
費用	免費	免費

報名請即登：www.ofca.gov.hk/seminar

主辦：通訊事務管理局
合辦：專業資訊安全協會

贊助：e-zone 精美紀念品之份



Talks for the Elderly

- Tailor-made for seniors aged over 60
- To help them understand what is smart phone, the importance of protecting their mobile phone data and how to use mobile data services smartly
- Co-organisers: Senior Home Safety Association and the Hong Kong Society for the Aged
- From August 2014 to March 2015
- 7 talks are confirmed



Roving School Drama Tour cum Mini Exhibitions

- To stage a roving drama “Battle of the Smart Phone Experts” at local secondary schools to promote smart use of communications services
- A total of 20 performances will be conducted between November 2014 and January 2015
- A small-scale roving exhibition will be held at each participating school concurrently to provide students with more information about the messages delivered via the performances



Photo Story-telling Competition

- Entitled “Smart Phone, Smart User”, the competition participants are required to use smart phones to take a specific number of photos to relay messages relating to smart use of communications services
- The competition is open to all secondary students to take part
- To be held between November 2011 and January 2015
- Representatives from the Photographic Society of Hong Kong and the Federation of Parent Teacher Associations of Hong Kong Eastern District are invited to be adjudicators

通訊事務管理局
COMMUNICATIONS AUTHORITY

智慧手機 智選用家
Smart Phone Smart User

故事攝影比賽
Photo Storytelling Competition

比賽簡介 Introduction
本局為善用智慧手機，推廣智慧通訊服務，特舉辦這項以通訊服務為主題的攝影比賽，希望透過攝影比賽，加強智慧通訊服務與大眾的聯繫，而提高市民對智慧通訊服務的了解。本局歡迎全港中、小學學生參加，以展現他們對智慧通訊服務的理解。

比賽宗旨 Purpose
本局希望透過這項攝影比賽，提高市民對智慧通訊服務的了解，並鼓勵市民善用智慧通訊服務，以展現他們對智慧通訊服務的理解。

比賽日期 Dates
2011年11月1日(星期一)至2015年1月15日(星期三)

聯絡及查詢 Contact Us
www.ofca.gov.hk/photocontest

Thank You