

NEWS FROM SCDCA

South Carolina Department of Consumer Affairs



Carri Grube Lybarker, Acting Administrator

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SCDCA Media Contact: Carri Grube Lybarker, 803.734.4297

1.800.922.1594 (toll free in SC)

Email: Clybarker@scconsumer.gov

FOR IMMEDIATE RELEASE

SCDCA Reaches Social Media Milestones

Columbia, SC... - Two South Carolina Department of Consumer Affairs (SCDCA) social media initiatives have reached significant milestones. Videos uploaded to SCDCA-TV, the agency's YouTube channel, have been viewed collectively over 50,000 times while SCDCA's Twitter account has garnered over 1500 followers. "Our social media presence has proven to be a cost-effective way of keeping South Carolina consumers informed. We look forward to building on these successes," SCDCA Acting Administrator Carri Grube Lybarker said.

SCDCA launched its YouTube channel in June 2008 to provide valuable consumer information in an easy to understand format. Currently consumers can choose from 18 videos on a wide array of topics ranging from how to place a security freeze on your credit report to secret shopper scams to debt collection laws. SCDCA-TV videos have been viewed not only by consumers across the Palmetto State but also by those from as far away as India and Australia.

SCDCA added Twitter to its social media campaign two years ago. The agency uses this social networking tool to post upcoming events, breaking scams, consumer tips and links to useful consumer information. SCDCA now has over 1500 people following its 450+ tweets.

To view SCDCA-TV videos, simply visit our YouTube channel at www.youtube.com/scdcatv. To follow the Department on Twitter, log into your account and send a direct message to @SCDCA or visit <http://twitter.com/SCDCA> .

SCDCA aims to protect consumers from inequities in the marketplace through advocacy, complaint mediation, enforcement and education. To file a complaint or get information on consumer issues, visit www.sconsumer.gov or call toll-free, 1.800.922.1594.