



NEWS FROM SCDCA

SOUTH CAROLINA DEPARTMENT OF CONSUMER AFFAIRS
Carri Grube Lybarker, Administrator



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FOR IMMEDIATE RELEASE

SCDCA Celebrates Social Media Achievements

Columbia, SC....The South Carolina Department of Consumer Affairs (SCDCA) is celebrating its most recent social media achievements, reaching **over 100,000 YouTube views and more than 2,200 Twitter followers.**

Launched in June of 2008, SCDCA's YouTube channel (www.youtube.com/scdcatv) aims to provide valuable consumer information in an easy to understand format. With the addition of two videos this year, the channel offers consumers facts and tips on topics ranging from identity theft to reverse mortgages. While budget cuts stopped SCDCA from producing videos in 2010-2012, consumers continued to tune in, driving up the view counts! To view the latest identity theft video, geared towards young adults, visit [SCDCA-TV](#).

Adding Twitter to its social media arsenal four years ago, the Department now has over **2,200** people following its 800+ tweets. "As we continue to expand our social media efforts, it is exciting to see the increasing number of consumers engaging in SCDCA's educational initiatives," said SCDCA Administrator Carri Grube Lybarker.

Follow @SCDCA on Twitter to get the most up to date information on identity theft and other pertinent consumer topics. Consumers can also find more information on identity theft by visiting our [Identity Theft Resources](#) page.

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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.consumer.sc.gov or call toll-free, 1.800.922.1594.

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