



# NEWS FROM SCDCA

SOUTH CAROLINA DEPARTMENT OF CONSUMER AFFAIRS  
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## FOR IMMEDIATE RELEASE

### *SCDCA'S YouTube Channel turns 5; Secret Shopper Scams #1 Viewed*

**Columbia, SC...** The South Carolina Department of Consumer Affairs is celebrating 5 years on YouTube. With **20 videos** and over **100,000 views**, SCDCA-TV aims to provide valuable consumer information in an easy to understand format.

Subject matter for the videos is diverse, emphasizing SCDCA's efforts to help as many consumers as possible. The channel's primary focus is to alert consumers of scams as well as educate businesses *and* consumers on their rights and responsibilities in the marketplace. The five most commonly viewed videos are:

1. *Secret Shopper Scams (36,114 views) (uploaded in June 2009)*
2. *Harassed By Debt Collectors? (12,962 views) (uploaded in June 2008)*
3. *Danger- Illegal Contact Lenses (12,952 views) (uploaded in Nov 2008)*
4. *The Truth About Wage Garnishment (9,079 views) (uploaded in Apr 2009)*
5. *Know the Risks of Reverse Mortgages (6,547 views) (uploaded in June 2009)*

This year, SCDCA debuted two new videos: "*Identity Theft: Why it Should Matter to You*" (viewed 281 times) and "*Worried about Identity Theft?*" (viewed 409 times). These titles aim to increase awareness about identity theft and give consumers the knowledge and tools they need to protect themselves.

SCDCA was one of the first state agencies to utilize social media in its outreach efforts and currently has a presence on Twitter and Facebook as well. Follow us on Twitter @SCDCA and 'like' us on Facebook.

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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](http://www.consumer.sc.gov) or call toll-free, 1.800.922.1594.

**Connect with us:**

