

NEWS FROM SCDCA

South Carolina Department of Consumer Affairs



Brandolyn Thomas Pinkston, Administrator

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FOR IMMEDIATE RELEASE

CONSUMER AFFAIRS NOW ON FACEBOOK AND TWITTER

Columbia, SC..... We're on Facebook and Twitter!

The South Carolina Department of Consumer Affairs (SCDCA), as part of its continuing effort to find new, creative, and cost effective ways to reach South Carolina consumers, has added Facebook and Twitter to its social media initiative.

"We're excited about the opportunity social media offers us to reach South Carolina consumers in a dynamic new way," SCDCA administrator Brandolyn Thomas Pinkston said.

Facebook is a social media site that helps users stay in contact on a day-to-day basis with their friends and family. Users can also become "fans" of organizations that have a presence on the site. The Department's Facebook page will contain information on upcoming events, news releases, consumer videos, helpful links, and other valuable information. "Fans" of the Department's page will even get to see behind the scenes photos.

"Our hope is this medium will not only provide useful content for consumers, but will offer consumers a transparent view of the Department that traditional media spots simply can't convey," Charles Ellison, SCDCA Public Information Coordinator, said.

Twitter is a micro blogging tool that allows users to post, in 140 characters or less, what they are doing. The Department will post on daily activities, upcoming events, breaking scams, consumer tips, and links to useful consumer information.

About the South Carolina Department of Consumer Affairs:

Established by the Consumer Protection code in 1974, The South Carolina Department of Consumer Affairs represents the interests of South Carolina Consumers.

Our mission is to protect consumers from inequities in the marketplace through advocacy, mediation, enforcement and education.

For more information, visit www.scconsumer.gov.

“Twitter provides two-fold access to consumers. We can provide immediate, real-time updates of breaking consumer news, but we can also keep the consumer engaged through posting on ongoing issues,” Ellison said.

To become a fan of the Department’s Facebook page, simply log into your account and type South Carolina Department of Consumer Affairs in the search box located in the upper right corner of the screen. To follow the Department on Twitter, log into your account and send a direct message to @SCDCA or visit <http://twitter.com/SCDCA>.

Additionally, the Department will continue with other social media efforts, such as YouTube, where it has posted more than 12 consumer videos and is reaching viewers not only in South Carolina but as far away as the Philippines and Australia.

For more information, contact the Public Information Division at 803.734.4203, toll free in SC at 1.800.922.1594, or online at www.sconsumer.gov.

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