



LIKE, SHARE, &
Don't get scammed

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**Get scam
savvy** ✓

Norfolk
Against
Scams
Partnership

**BE SCAM
& FRAUD
AWARE**

Every day Islanders are
conned, ripped off, scammed.
Make sure you protect yourself.



SCAMS 16-22 JUNE 2018
AWARENESS
CAMPAIGN

STOP!
REPORT.
TALK.

#scamaware



ATTENTION

**GOVERNMENT
AGENCIES**

**NEVER
ASK FOR**

bitcoin

**SCAMMERS
DO.**

Scammers often disguise their real telephone number on Call Display to convince you they're legitimate. They may fraudulently threaten tax debt, immigration problems, or a family member held in jail. Always communicate via email. Please take the time to ask "Is this a scam?"

Prevention is best. And if you have been victimized by fraud, please call police.

 Regina Police Service 306-777-6500

Marketing FRAUD AWARENESS:

PROTECTING OUR
COMMUNITY

MEET YOUR Audience WHERE THEY ARE

GEN Z
(1997 – 2012)



BABY BOOMERS
(1946 – 1964)



MILLENNIALS
(1981 – 1996)



SILENT GENERATION
(1928 – 1945)



GEN X
(1965 – 1980)



SOCIAL MEDIA USE BY Generation

GEN Z: ~95%

MILLENNIALS: ~90%

GEN X: ~75-80%

BABY BOOMERS: ~50-60%

SILENT GENERATION: ~25-30%



UNIVERSAL Trends



PRIVACY AND DATA CONCERNS ON THE RISE ACROSS ALL GENERATIONS

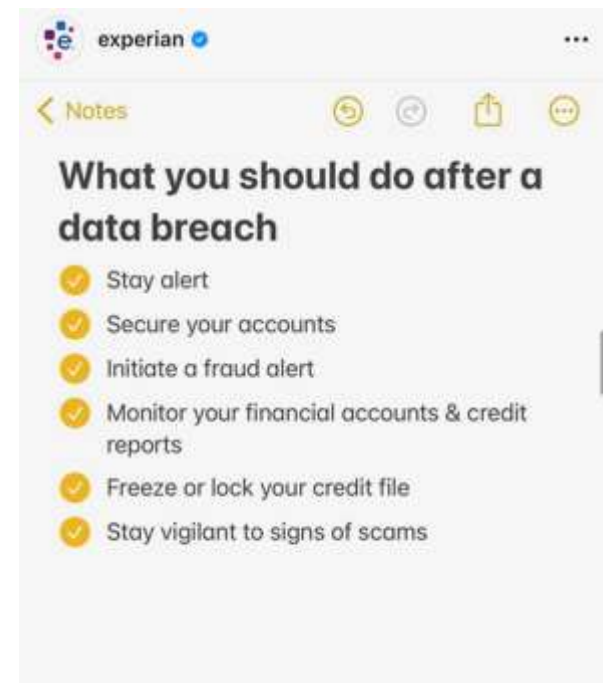


THE Role OF MARKETING

FRAUD AWARENESS

BRIDGING THE Knowledge Gap

- EMPOWER
- BUILD TRUST
- ENHANCE REPUTATION
- BE PROACTIVE





SOCIAL MEDIA

Best Practices

FACEBOOK

1. ENGAGING VISUALS
2. CRAFT CLEAR, CONCISE MESSAGES
3. FACEBOOK STORIES FOR TIME-SENSITIVE ALERTS
4. LEVERAGING FACEBOOK GROUPS FOR COMMUNITY ENGAGEMENT



INSTAGRAM

1. CREATE EYE-CATCHING INFOGRAPHICS
2. INSTAGRAM REELS FOR SHORT EDUCATIONAL VIDEOS
3. USE HASHTAGS FOR INCREASED VISIBILITY
4. COLLABORATE WITH INFLUENCERS FOR WIDER REACH



LINKEDIN

1. SHARING IN-DEPTH ARTICLES AND WHITE PAPERS
2. ENGAGING WITH INDUSTRY PROFESSIONALS
3. UTILIZING VIDEO
4. PARTICIPATING IN RELEVANT LINKEDIN GROUPS



Me when a Prince asks me
to send money over email.



Me when an unknown
caller calls me.



Me when someone asks for my
personal information
over the phone.



Me when USPS texts me I have
a package when I didn't
order anything.



HAVE Fun WITH IT!





DON'T BE SCARED
Of Video Content

IMPORTANCE OF STORIES & VIDEOS IN Social media



INCREASE ENGAGEMENT WITH Video



Improved information retention



Increased shareability



Building emotional connections



Adaptability across platforms





FREE Video EDITING TOOLS

FIGHTING Fraud @

REVA

MULTI-CHANNEL Approach

ONGOING EFFORTS

- MONTHLY NEWSLETTER
- IN-BRANCH
- REVFCU.COM
- IN-APP ARTICLES
- FRAUD SEMINARS
- FINANCIAL EDUCATION
- 2-MFA TEXTS

IMMEDIATE FRAUD ALERTS

- EMPLOYEE EMAIL
- WEBSITE POP-UP BANNER
- ON-HOLD MESSAGES
- IN-APP NOTIFICATION



Hurricane season is here. Take appropriate financial steps to make sure that once the storm has passed, you can quickly bounce back. From protecting important documents to having cash on hand, a little financial foresight can go a long way.

51%
of Americans believe they are prepared for a disaster

52%
people ages 60 and older were less likely to prepare.

68%
of adults have set aside money for an emergency.

Make sure you're safe and prepared.

- Keep cash on hand.
- Gather financial and critical personal, household and medical information.
- Get property insurance.
- Protect your valuables.
- Download the REV mobile app.

SHIELDING SENIORS


FRAUD PREVENTION SEMINAR


Don't Forget! Join us at our Shielding Seniors fraud seminar.

 Date

REV ABOUT REV - SAVE & SPEND - BORROW - BUSINESS - RESOURCES -

Financial Wellness

 Account That Works

 Down Payment

The Breakdown on Down Payments

MONEY MONDAY

MONEY MONDAY MONEY MONDAY



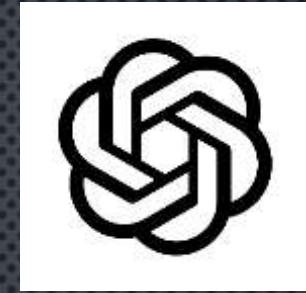
POWERED BY REV



Marketing + FRAUD AWARENESS



Generating POST IDEAS



POST IDEA:

IDENTITY THEFT PREVENTION TIPS

IMAGE:

A CHECKLIST GRAPHIC WITH TIPS FOR PREVENTING IDENTITY THEFT (E.G., USE STRONG PASSWORDS, MONITOR YOUR ACCOUNTS).

CAPTION:

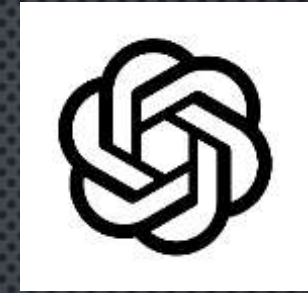
FOLLOW THESE TIPS TO KEEP YOUR PERSONAL INFORMATION SAFE. SHARE WITH LOVED ONES TO HELP KEEP THEM SAFE, TOO!

#IDENTITYTHEFT #FRAUDPREVENTION

IDENTITY THEFT PREVENTION CHECKLIST

- ☐ Use Strong, Unique Passwords
- ☐ Enable Multi-Factor Authentication (MFA)
- ☐ Monitor Your Financial Accounts Regularly
- ☐ Be Careful with Public Wi-Fi
- ☐ Freeze Your Credit
- ☐ Be Cautious of Oversharing





Generating (video) POST IDEAS

POST IDEA:

INTERACTIVE QUIZZES (STORIES OR TIKTOK)

EXAMPLE:

YOU RECEIVE A TEXT ASKING FOR YOUR ACCOUNT INFO. WHAT SHOULD YOU DO?

FOLLOW UP WITH THE CORRECT ANSWER AND AN EXPLANATION.

CALL TO ACTION:

CAN YOU SPOT THE SCAM?

TAKE OUR FRAUD PREVENTION QUIZ

LENGTH:

10-15 SECONDS PER FRAME

TEST YOUR
*Fraud
Awareness*
KNOWLEDGE!



You receive a text asking for
your account info.

What should you do?

- A) Provide the info requested
- B) Delete the Message
- C) Call the number
- D) Report the Message
- E) Both B & D

ANSWER:

E

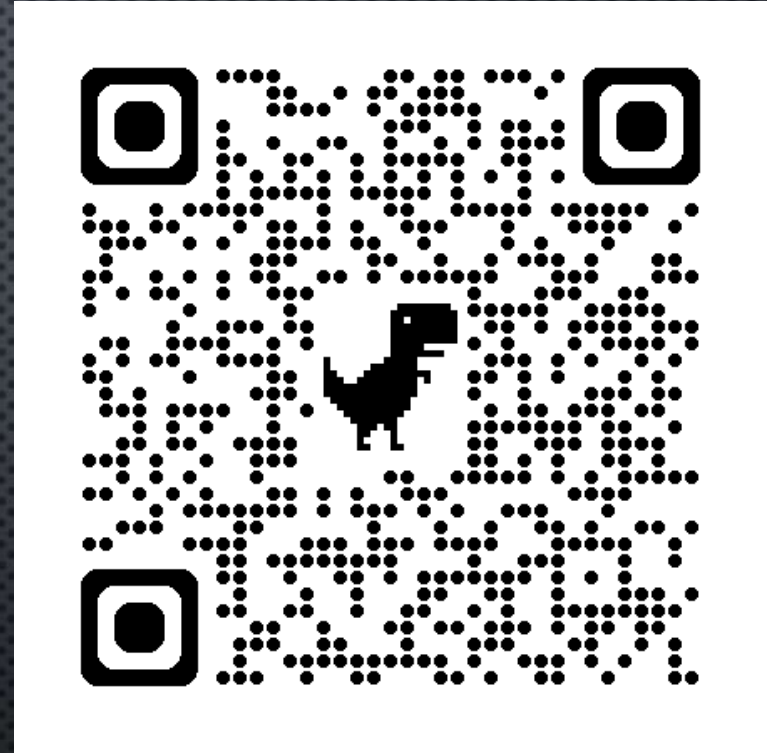
**Legitimate companies
will never ask for
sensitive account
information like
passwords or Social
Security numbers
through text.**



STAY Vigilant

DOWNLOAD OUR FRAUD AWARENESS RESOURCES!

Thank You!



Questions? Email me! spuckett@REVfcu.com