INTEGRITY 9713: PHISHING ALERT SOCIAL LIBRARY CAMPAIGN

AGENT TO CONSUMER SOCIAL POSTS COPY

JULY 2025

**{SOCIAL POST 1}**

**{IMAGE COPY}**

**One simple tip to stay safer online: Take a pause.**

**{POST COPY}**

Receive an urgent text or email that says you need to send money ASAP? It might be a scam, hoping you will take action before you think too much about it. If the message feels “off”, it’s okay to confirm with them separately — especially if it’s from a trusted friend. You can always call them directly to verify.

And if you ever want trusted guidance on your insurance, I’m here.

**{SOCIAL POST 2}**

**{IMAGE COPY}**

**Feel more confident with your online safety.**

**{POST COPY}**

Avoiding scams online is important — you can educate yourself on how to recognize emails and texts that could be risky, compared to normal marketing messages from businesses.

Stay safer out there. I’m here if you have any insurance questions — reach out anytime.

**{SOCIAL POST 3}**

**{IMAGE COPY}**

**Is it legit? Or is it a scammer?**

**{POST COPY}**

Beware of emails or texts you didn’t expect that claim to be from an authority: banks, utilities companies, big online retailers, tollways and more. Scammers use fake “authority” to persuade you do something that a legitimate communication would never do, like ask for your password.

Stay safe out there!

**{SOCIAL POST 4}**

**{IMAGE COPY}**

**Is BenefitsCheckup a real service… or a scam?**

**{POST COPY}**

You might have received a text or phone call from someone saying they represent BenefitsCheckup. This was a recent scam to try to get people to send gift cards in exchange for benefits programs. *No entity will ask you to send items of monetary value in exchange for benefits you already deserve!* BenefitsCheckup is a real service provided by the National Council on Aging.

And if you ever have questions about insurance or benefits you may qualify for — I’m here!

**{SOCIAL POST 5}**

**{IMAGE COPY}**

**What is a tech support scam?**

**{POST COPY}**

Tech support scams typically start when you receive an unexpected offer to fix a “problem” on your device. It might appear to come from a legitimate company like Microsoft or Apple. If you get a request to let someone log in to your computer — say no or ignore the request.

Let’s all avoid these scams and help each other.

**{SOCIAL POST 6}**

**{IMAGE COPY}**

**Protecting yourself against phone scams**

**{POST COPY}**

Many scammers work online, but some use phone calls to find their targets. If any unexpected phone call comes in that claims to know you or needs your help for a mutual friend, this could be a scam. Do your research – contact your friend to see if they’re okay, and never send money to someone you don’t know.

Let’s stay safer out there!

**{SOCIAL POST 7}**

**{IMAGE COPY}**

**Do you have a tech “buddy”?**

**{POST COPY}**

Sometimes you’ll receive an email that seems “off” or get a strange message on your computer. What do you do? Hopefully, you’ll reach out to your trusted technology buddy so they can offer their insight.

If there’s someone you know who might be a good resource, ask if you can contact them when you’re concerned about anything online. It could save you a LOT of headaches and even money!

While “tech buddy” isn’t my specialty, I can be your “insurance buddy”. Contact me anytime.

**{SOCIAL POST 8}**

**{IMAGE COPY}**

**Protecting yourself on online marketplaces**

**{POST COPY}**

Buyers and sellers can run into scammers on any online marketplace. Here’s a few things to look out for:

* Buyers who want to pay with a check made out for more money than you are asking
* Sellers with low ratings or high complaints (check a seller’s history if available)
* Sellers with a price that’s “too good to be true” – it could be stolen or just never delivered
* Any buyer or seller who creates urgency to try to get you to act impulsively

Let’s all stay safer out there.

**{SOCIAL POST 9}**

**{IMAGE COPY}**

**You can protect yourself from check scams!**

**{POST COPY}**

Check scammers are still out there! Here are a few of their tactics, so you can keep yourself safer:

* Someone contacts you so you can claim your “prize”, but they need money from you to cover fees or taxes. FALSE!
* A buyer sends you a check for too much money and asks you to refund them some amount on a digital platform. SCAM!

No contest should ask you for money. And when selling online, its simplest to accept cash or a digital payment on an app you trust.

Keep yourself safer out there — it’s worth it.

**{SOCIAL POST 10}**

**{IMAGE COPY}**

**Two common phone scams you can avoid!**

**{POST COPY}**

Two of the most common “urgency” scams done over the phone can be avoided if you know what to watch out for.

1. A call from a utility company threatening to turn off your service without immediate payment
2. A call letting you know your car’s extended warranty is expiring and you need to renew

Each of these will try to get you to pay quickly — even before they hang up. YOU can hang up and check your real utility bills and your car’s information to verify that everything is okay.

**{SOCIAL POST 11}**

**{IMAGE COPY}**

**THINK before you CLICK that link!**

**{POST COPY}**

If you receive an email from a sender that wants you to click a link — check the destination of the link first before clicking! Here’s how:

1. On a computer, hover over the link with your cursor for a few seconds. The destination of the link will pop up or show in the bottom menu bar.
2. On a phone, press and HOLD the link for a few seconds, until the destination appears.

Let’s say the email seems to be from Amazon, but when you look at the link destination, the address shows something very different, go ahead and delete that email without clicking on any of the links!

**{SOCIAL POST 12}**

**{IMAGE COPY}**

**When is it okay to share your Social Security number?**

**{POST COPY}**

The answer is: Almost NEVER. Scammers might try asking for your Social Security number, but there are very few times where it is required. Here are a few valid reasons you could be asked for your Social Security number:

* Applying for a new credit card, loan applications, purchasing real estate, or opening a bank account
* Tax forms, employment forms, or government benefits

Even for the above situations, make sure you are dealing with the real entity. Some online scammers might pretend to be the government or a bank in order to ask for your Social Security number.