

MARCH 2022



MON - FRI: 9AM - 4:30PM | SAT: 9AM - 12PM | OPEN 24/7 @ WFSAVINGS.COM

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March is the only month in the year that has three consecutive consonants in its name. Never thought about that before, right?

March Equinox, Vernal Equinox or Spring Equinox begins on March 20th every year. Experience exactly half day (12 hours of day) and half night (12 hours of night) on this day.

The International Day of Happiness is also observed annually on March 20th! So Be Happy!



Social Media is Gold for Scammers

Social media permeates the lives of many people. We use it to stay in touch, make new friends, shop and have fun. But social media also is increasingly where scammers go to con us. More than 1 in 4 people who lost money to fraud in 2021 said it started on social media with an ad, post or message. Over 95,000 people reported about \$770 million in losses to fraud initiated on social media platforms in 2021. In fact, social media was far more profitable to bad guys than any other method of reaching people.

For scammers, there's a lot to like about social media. It's a low-cost way to reach billions of people from anywhere in the world. It's easy to create a fake person or hack into an existing profile to get "friends" to con. Fraudsters can tweak their approach by studying personal details folks share on social media. In fact, bad guys can easily use the tools available to advertisers on social media platforms to systematically target people with bogus ads based on their age, interests or past purchases.

Reports point to rampant investment, romance and online shopping scams on social media. Folks reported losing the most money to investment scams (particularly bogus cryptocurrency investments) and romance scams. More than a third of the people who lost money to romance scams said it started on Facebook or Instagram.

The largest number of reports came from people who lost money trying to buy something they saw marketed on social media. Most didn't get the stuff they paid for, while some reported ads that impersonated a real online retailer.

Scammers are always looking for new ways to get your money. And they'll use whatever they know about you to target their pitch. Please refer to the reverse side of this newsletter for some things to do to protect yourself and your family.

(Source: FTC "Social media a gold mine for scammers in 2021" by Emma Fletcher January 25, 2022, and "Gold mine for scammers: Social media" by Lesley Fair January 27, 2022)





Protect Yourself from Social Media Scams

Here are some ways to help you and your family stay safe, no matter which social media platform is used:

- ♦ Limit who can see your posts and information on social media. All platforms collect information about you from your activities on social media, but revisit your privacy settings to set some restrictions.
- ♦ Check if you can opt out of targeted advertising. Some platforms let folks do that.
- ♦ If you get a message from a friend about an amazing opportunity or an urgent need for money, stop and call them. It could be a hacker behind that post pretending to be your friend.
- ♦ If someone suddenly appears on your social media and rushes you to start a friendship or more, stop or, at least, slow down. And never send money to someone you have not met in person.
- ♦ Check out a company before you buy. Search online for its name plus "scam" or "complaint."
- ♦ Don't deal with a person or vendor that requires payment by cryptocurrency, gift card or wire transfer. That's a sure sign of a scam.

(Source: FTC "Social media a gold mine for scammers in 2021" by Emma Fletcher January 25, 2022, and "Gold mine for scammers: Social media" by Lesley Fair January 27, 2022)



Need another reason to exercise?

Regular exercise, both aerobic and nonaerobic (strength training), is not only good for the body, it's even better for the brain!

And the good news is you don't have to be super fit to enjoy the brain boost! Even a small improvement in fitness does the brain good!

So let's get up and go and, in turn, build a better brain!!

