



First National Bank

2022 Customer Protection Marketing Campaign

In early 2022, First National Bank branches in Wise County reported an uptick in our customers reporting scams. As a community service, and to raise awareness for our customers, we began our months-long Facebook "Scam Alert" series.

This informative series was developed to educate our customers and the public about on-going, current, and new scams so they can better protect themselves from falling prey to hackers and scammers.

First National Bank's marketing team monitored Federal Trade Commission (FTC) Consumer Alerts, IT financial security notifications, and other sources to create a robust series of Facebook posts to educate and protect our customers and communities.

Our successful Scam Alert series reached almost 9,000 people throughout the North Texas communities we serve. Our Wise Country branches received multiple "thank you" phone calls, and our series simultaneously decreased the number of customers reporting scams and increased the number of calls double-checking if emails and texts were potential scams. Our most popular post in the series reminded our customers that First National Bank never calls customers for specific account information.

This series was truly a community service that raised awareness, enabled customers to recognize scams, and empowered them to seek more information when they were unsure if they were being scammed.

Because of the uptick in customers sharing stories with our staff, we ordered additional materials provided by the Federal Trade Commission to help customers identify scams. We want to continue educating our customers and do all we can to help them avoid scams and the issues that arise when they fall prey to them.

Wise County Market President Joe Mitchell commented, *"I believe the series did help considerably. We received an increase in calls and considerable positive feedback from our customers. It's my belief that this program increased awareness and helped our customers to better maintain their situational awareness. Since the series ran, our customers ask more questions concerning potential issues, and I continue hearing stories a year later about customers who identified scams before they released information. Knowledge and training is our best weapon in the fight of these types of fraud attacks."*

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