



**SOUTH CAROLINA
FEDERAL
CREDIT UNION**

**YOUNG & FREE SOUTH CAROLINA
FACT SHEET**

WHAT IS YOUNG & FREE (Y&F) SOUTH CAROLINA?

- South Carolina Federal Credit Union's web-based effort to connect with 18 to 25-year olds
- Uses social media to educate young people on how to manage their money and take control of their financial future
- Steered by the creative efforts of a Y&F spokesperson who represents his/her peers

THE SEARCH FOR A Y&F SPOKESPERSON:

- South Carolina Federal Credit Union is looking for a young adult, between 18 and 25, to become the official Young & Free South Carolina spokesperson and serve as the voice of the 18-25 crowd
- Applicants enter online at youngfreesc.com
- Application will consist of: (1) 60 second video application (2) edited and uploaded to YouTube (3) one blog post (4) a completed application form
- Search opens: **Thursday, Jan. 21, 7 p.m.**
- Application deadline: **Sunday, Feb. 28**
- Three finalists selected: **Thursday, March 11**
- Online voting: **Friday, March 12 – Sunday, March 21**
- Spokesperson named by: **early April**

CHARACTERISTICS OF THE IDEAL Y&F SPOKESPERSON:

- Self-motivated
- Creative
- A personality that pops! Dynamic, likeable and outgoing -- able to talk to anyone, anywhere, anytime
- Can create a buzz and get people talking
- Comfortable with all things Web
- Comfortable on camera
- Strong writing and computer skills – able to film, edit and upload video



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RESPONSIBILITIES OF THE Y&F SPOKESPERSON:

- Become a member of South Carolina Federal
- Work full-time for a year
- Travel, attend and speak at events throughout the year
- Produce and post audio and video podcasts to the Internet
- Post daily blog entries, weekly video diary entries and online polls that
- educate, entertain and engage

WHAT THE SPOKESPERSON GETS OUT OF THE GIG

- An Apple MacBook Pro notebook computer * with a paid Internet contract**
- An HD Video camera with mic & accessories
- Apple iPhone* with a paid contract**
- \$29,000 annual salary and benefits

*For keeps!

**During the spokesperson's active term

About South Carolina Federal

South Carolina Federal Credit Union, headquartered in North Charleston, is one of the 100 largest credit unions in the United States. More than 150,000 members own and belong to the not-for-profit financial cooperative, which has over \$1.4 billion in assets. South Carolina Federal is a community-chartered credit union. Anyone who lives, works, worships or attends school in Dorchester, Berkeley, Charleston, Orangeburg, Clarendon, Calhoun or Georgetown counties, and most of the Columbia area, is eligible to join. South Carolina Federal has 19 branches, a lending center and more than 75 ATMs throughout Charleston, Columbia, Georgetown, Orangeburg, St. Matthews and Manning. In 2008, South Carolina Federal for the second consecutive year was voted one of the Best Places to Work in the state. More information about South Carolina Federal can be found at scfederal.org or on the SiMPLE CENTS blog at simplecentsblog.org.

Contact:

Kimberly Riggs

VP – Corporate Communications

South Carolina Federal Credit Union

843.569.4359

kriggs@scfederal.org

scfederal.org