



Fleur de Lis

Sentinel

SEPTEMBER 2024

FOR OUR COMMUNITY

Post, Share, and Protect:

Mastering Social Media Privacy

Source: MoneyiQ®

In today's interconnected world, social media has become a powerful tool. Whether it's reconnecting with old friends, staying updated on current events, or building new communities, the benefits are undeniable. However, with these benefits comes the critical responsibility of protecting your personal information.

MEDIA PRIVACY MATTERS

Social media privacy is key to protecting yourself online. While it's easy to enjoy the social media landscape, it's equally important to stay vigilant against potential threats. In this guide, we'll explore how to safeguard your information, so you can continue enjoying social media responsibly.

UNDERSTANDING SOCIAL MEDIA PRIVACY

At its core, social media privacy is about controlling what information you share online and who has access to it. Most platforms offer a variety of privacy settings, enabling you to customize your profile visibility, manage who can see your posts, and control how your data is used. Familiarizing yourself with these settings is the first step toward a secure social media experience.

BEYOND SETTINGS: RECOGNIZING PRIVACY THREATS

Privacy threats often extend beyond platform settings. Phishing scams, malware disguised as games or quizzes,

and oversharing can all put your information at risk. By understanding these threats, you can become a more vigilant and informed social media user.

CUSTOMIZING PRIVACY SETTINGS ON MAJOR PLATFORMS

Each social media platform has unique privacy settings. Whether you're on Facebook, X (formerly Twitter), Instagram, LinkedIn, or another platform, it's essential to adjust these settings to ensure only your intended audience can view your posts and personal information.

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RECOGNIZING AND AVOIDING COMMON PRIVACY THREATS

Staying safe on social media means being aware of common privacy threats. Here are some key risks to watch out for:

- **Phishing Scams:** These involve deceptive emails, texts, or direct messages designed to trick you into revealing personal information. Avoid clicking on links unless you're certain of the source, and consider visiting official websites directly to enter your information.
- **Fake Profiles:** Scammers may use stolen photos and information to create fake profiles, trying to gain your trust and access your data. Be cautious of overly friendly new contacts, especially if they make suspicious requests.
- **Data Breaches:** Every account you create stores sensitive information, such as usernames and passwords, which can be leaked or stolen. Stay informed about recent breaches and take steps to protect your accounts.

THE RISKS OF OVERSHARING

Oversharing personal information on social media can have serious consequences. Here are some risks to consider:

- **Identity Theft:** Sharing details like your birthdate, address, or even vacation photos can help criminals piece together your identity and commit financial fraud.
- **Unwanted Solicitations:** Publicly sharing contact information can lead to spam and unwanted solicitations, including scams and phishing attempts.
- **Physical Dangers:** Oversharing your location or daily routine can expose you to physical dangers like stalking or burglary. Only share your location with people you know and trust, and avoid posting about your whereabouts in real time.

PROTECTING YOUR INFORMATION: PRACTICAL STEPS

Now that we've identified the risks, let's explore some practical steps to protect yourself:

- **Profile Management:** Only fill out required fields when setting up your profiles. Avoid sharing unnecessary details like your full birthdate, home address, or phone number. Keep this information private whenever possible.
- **Password Security:** Use strong, unique passwords for each account. A good password includes a mix of letters, numbers, and special characters. Consider using a password manager to store your passwords securely.
- **Two-Factor Authentication (2FA):** Enable 2FA for your accounts whenever possible. This additional login step significantly reduces the risk of unauthorized access.

- **Privacy Settings:** Dive into your platform's privacy settings to control who can see your posts, friend requests, and profile information. Opting for "friends only" visibility is a safer choice compared to public settings.

WHAT NOT TO SHARE ONLINE

Certain information is best kept offline. Here's what you should avoid sharing:

- **Sensitive Information:** Don't share bank account numbers, social security numbers, passwords, addresses, or phone numbers. Be especially cautious when entering this information on public computers or over unsecured Wi-Fi connections.
- **Birthday Details:** Sharing just the day and month of your birthday is sufficient. Keeping the year private helps reduce the risk of identity theft.
- **Vacation Plans:** Avoid broadcasting your travel plans in real time. Post about your trip once you've returned to protect your home from potential burglars.

UNDERSTANDING YOUR RIGHTS AND RESPONSIBILITIES

Social media platforms have privacy policies that outline how they collect, use, and share your data. While these documents can be long and complex, understanding the key points is crucial. Knowing your rights and the platform's responsibilities empowers you to make informed decisions about your online privacy.

THE FUTURE OF SOCIAL MEDIA PRIVACY: A COLLABORATIVE EFFORT

As technology evolves, so will the potential threats and the need for stronger user data protection. The future of social media privacy will likely involve collaboration between users, platforms, and regulatory bodies. Users must stay informed, platforms must innovate, and regulatory bodies may establish clearer guidelines for data collection and user rights.

SHARE WISELY AND STAY PROTECTED

Social media connects us with friends, family, and new communities, but it also comes with the responsibility to protect your privacy. By following the tips outlined in this guide, you can enjoy social media while safeguarding your personal information. **The key to social media privacy is sharing wisely and understanding the tools available to protect your digital presence.**



Congrats on your years of service!

Celebrating
5 Years of Service!



Kayla Sanders

“ I started at Springs Valley 5 years ago as a Loan Processor. My main role at the bank is scanning/imaging and title processing for the loan department. I am very grateful for all the knowledge and opportunities that are available to me being a part of the SVB&T team. Everyone here works together as a whole to make sure our customers are taken care of, and that's what it is all about! I am so blessed to be able to work with such talented and friendly individuals. I am looking forward to continuing my growth with this amazing Springs Valley family. ”

Kayla

Congrats Kayla!



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Celebrating
5 Years of Service!



Rob Apple

“ I'm thrilled to celebrate my five-year anniversary as a Business Banker with Springs Valley! I'm grateful for the opportunity to support businesses and contribute to our mission of enhancing the financial quality of life in our communities. I'm looking forward to continued growth and success in empowering businesses on their financial journeys. ”

Rob

Congrats Rob!



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Celebrating
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Emily Rexing

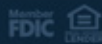
“ I started my Springs Valley journey 5 years ago as a first time ever Mortgage Loan Officer. Since then, I have had the opportunity to take on new challenges and continue to contribute to the success of our Princeton location and Springs Valley as a whole. With the skills and knowledge, I have gained thus far, I am confident that I will be able to make a positive impact in my expanded role helping local families find their forever home. ”

Emily

Congrats Emily!



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Updates

As soon as you get notified about software updates for your operating system, perform them, as they contain the latest security patches.

Source: <https://www.security.org/digital-safety/cyber-security-tips/>

Springs Valley Receives the Governor's Century Award

On Thursday, August 15th, Governor Eric Holcomb presented Springs Valley Bank & Trust Company with the Governor's Century Award, a prestigious recognition given to Hoosier businesses that have demonstrated resilience and dedication by operating continuously for at least 100 years. This award highlights the enduring commitment of Springs Valley to its community and its lasting impact.

The Governor's Century Award is part of Indiana's recognition program celebrating the state's long-standing businesses. This award was established to honor businesses that have thrived for 100 years or more, and reflects the stability, adaptability, and ongoing legacy of these organizations.

"We are honored to receive the Governor's Century Award," said Craig Buse, President. "This recognition is a testament to the hard work, resilience, and dedication of our entire team over the past century. It reflects our unwavering commitment to serving our community and continuing to innovate while staying true to our values."



PICTURED (from left): Governor Eric J. Holcomb, J. Craig Buse (Springs Valley), President, Ryan Heim (Springs Valley), SEVP & CFO, Zach Brown (Springs Valley), AVP & Business Banker, Ty Lawson (Springs Valley), Financial Advisory Group Account Administrator, Secretary of Commerce David Rosenberg

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Jasper - Main Street Banking Center
1500 Main Street, Jasper

GIBSON CO.
October 11
11 am - 1 pm (CT)
Princeton Banking Center
1501 West Broadway Street, Princeton

ORANGE CO.
September 13
11 am - 1 pm (ET)
Paoli Banking Center
867 North Gospel Street, Paoli

ORANGE CO.
September 20
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Valley Banking Center
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