



# Social Media: It's Not Your Father's Credit Union

*“Old Way is One Way,  
New Way is Two-Way”*



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2010**



# What is Social Media?

Consistent two-way communication with your members. Not one way, two way.

People connect with people,  
not a logo or a building.

Tell a story.

“Not a Campaign,  
It’s a Relationship.”



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# Why Social Media?

- Share your expertise with your members
- Create conversations with your members
- Build relationships with your members
- Become more human with your members



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# The Tools



Flickr: mmmonica



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# The Channels

- **Blogs** - Web logs
- **Microblogs** - Twitter
- **Video** - YouTube, Vimeo, Blip.tv
- **Social networks** - Facebook, LinkedIn
- **Location marketing** - Foursquare, Gowalla



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# The Process

- Research and discover where your members are
- Listen to your members (discover what they're saying)
- Talk to your members (talk to them in their language)
- Energize your members (become your brand ambassadors)
- Help support your members (provide them with advice or member service)
- Embrace your members (reward them)



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# The Goals

- Complement your traditional marketing efforts
- Create increased interest in your credit union
- Sell your products and services
- Position your credit union as a financial resource
- Build trust with members
- Become their PFI



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# The Benefits

- Creates opportunities to build relationships
- Reinforces branding
- Differentiates your credit union
- Builds community with your members
- Builds trust among members (humanizes)
- Less disruptive marketing message (control)
- Immediate feedback from members
- People focused
- Great for SEO performance (be consistent)



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# The Stats


## Average age of social media users...


The average the age of social networking site's users is

37 years old.

 The average LinkedIn user is 44 years old.

~~~~ The average Myspace user is 31 years old.

 The average Facebook user is 38 years old.  
61% of Facebook's users are 35 or older.

 The average Twitter user is 39 years old.  
64% of Twitter's users are 35 or older.



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# The Stats

## Social media growth by age

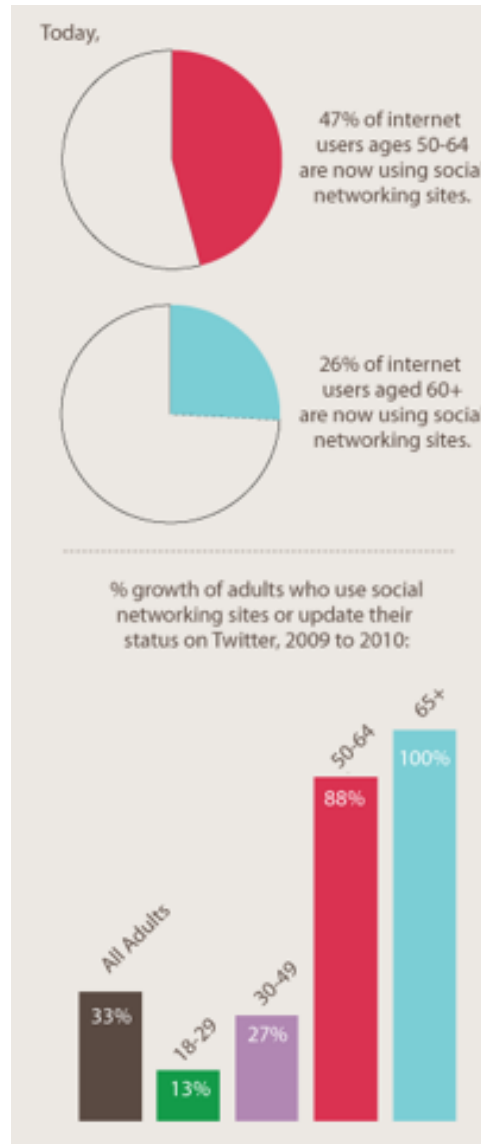


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# The Stats

**50+ using  
social media  
today...**

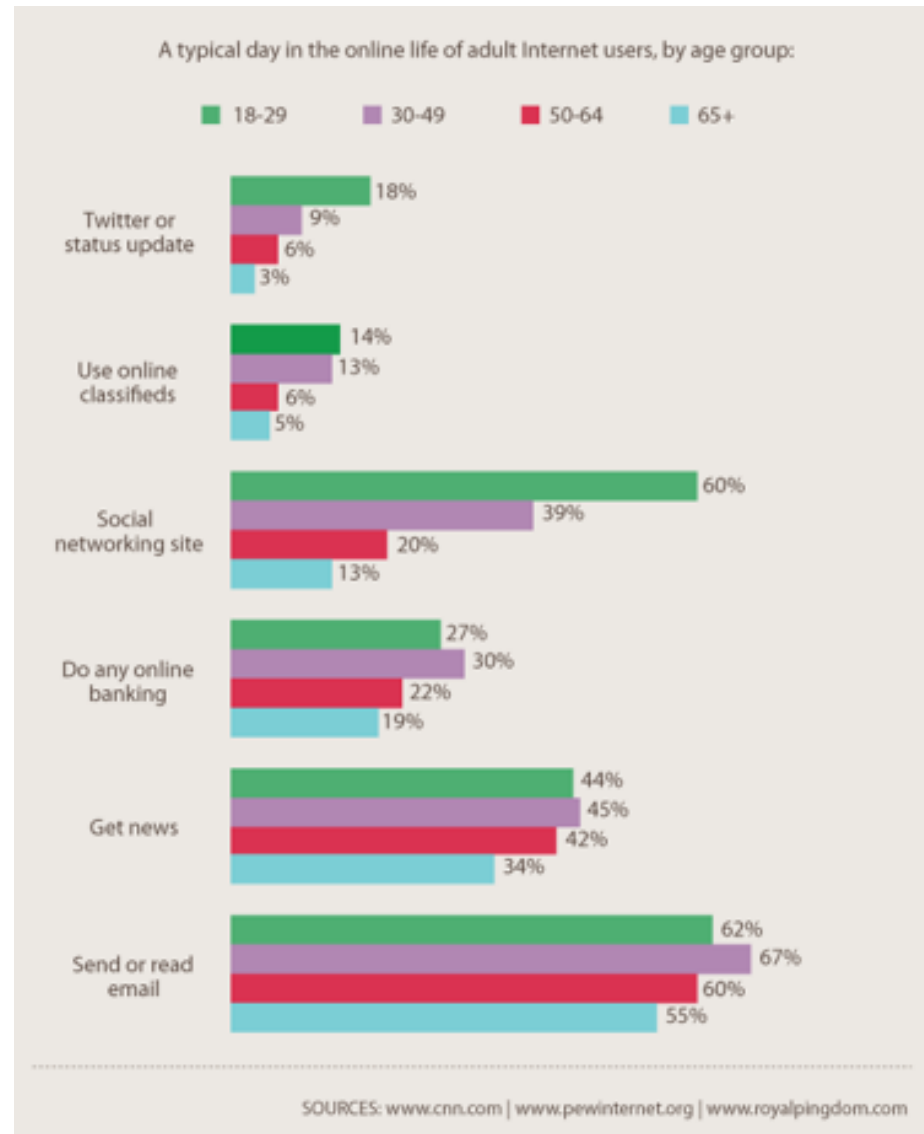


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# The Stats

## Online usage by age...



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To have an impact,  
the author must be influential  
or be an expert for instant credibility.

- Listen to target audience
- Provide educational content
- Respond quickly to comments
- Be authentic (don't be a sales person)
- Be consistent
- The conversation will go on without you



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# Blog Topics

- Member success stories
- Financial advice
- “How to”
- Surveys
- Promotions
- Credit union and industry news
- Trends



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# Verity Credit Union



## OUR VOICES BY VERITY CREDIT UNION

These are the real voices of Verity employees, our members and friends, neighbors and colleagues. Get to know the people behind the credit union.

go

subscribe to articles

home

archive

about this blog

contact us

From the eCommerce and IT



### I have good news and bad news: Online Branch Update

"...my impatience and frustration is heavily tempered by our desire to present a system that not only works right-- it must work right the first time."

Laurel McJannet on July 24th, 2009 @ 02:42 PM • No comments

As Shari mentions below in her post, [Unintended Consequences](#), our new online banking system will not launch in August as planned, but later in the Fall.

I liken my work on this project to a kid waiting to open their gifts on Christmas morning. I've been good all year (with a little 'bad' thrown in to make things interesting), but I know Kris Kringle is going to bring me something pretty cool to unwrap.

I've been working on the Online Branch project for well over a year, but the actual work on the Online Branch site (for members

From the Executive Staff



### Unintended Consequences

Shari Storm on Jul 24th • No comments

The recent news in the credit union world is the arrival of the [Credit CARD Act](#). It was designed to give consumers more protection.

From the Executive Staff



### Housing Trifecta for First Time Buyers

Shari Storm on Jul 6th • No comments

This might be the best time in US history for someone to buy their first home. Not only do housing prices continue to drop and interest rates hover at all-

## Writers

- Aaron Donohue, Online RA
- Beth N., Board Member
- Daryl Rother, HR Consultant
- Joe, Relationship Associate
- Jon Wu, System Engineer II
- Justin Martin, Training & Dev. Mgr.
- Karen Scooros, Member Services Representative
- Laurel McJannet, eCommerce Mgr.
- Le Ann Langston, Member Service Mgr.
- Paul McJannet, Relationship Mgr.
- Randy Gunderson, CFO
- Shari Storm, VP, Chief Marketing Officer
- Terrell, Marketing Manager
- Tina Hall, VP of Organizational Dev.
- Wendi Fracasso, Operations Manager
- William R. Hayes, President and CEO

## Other Voices

- The Bankwatch
- Black Rock Federal Credit Union
- Change Everything
- CUES Skybox
- Filene Research Institute
- Netbanker
- Open Source CU
- The Mica Minute
- True Story
- Give With Us at Verity
- SpendSaveLive

## Categories

- Marketing Department (97)
- HR Department (35)

“Our Voices”  
blog



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# Verity Credit Union

**veritymom** VERITY CREDIT UNION

HOME BLOG VIDEOS FORUM RESOURCES CARTWHEEL CHECKING

**Are you a mom with something interesting to say to Seattle?**

Submit a blog post and a video and you could become our part-time mommy blogger!

[Learn more](#)

#### SUBSCRIBE AND WIN

Sign up for e-updates and you could win an iPod!



#### SEARCH FOR OUR VERITY MOM

- Verity Mom Overview
- Job Application Form
- Rules and Regulations
- Frequently Asked Questions


#### CONNECT AND SHARE

TELL A FRIEND

#### LATEST BLOG POSTS

- The Thrill of an Exciting Launch  
It's Official, Verity Mom is Ready to Roll!
- Video: Wildly Creative Talented Mom Wanted
- Video: Are you our Verity Mom?
- Best Laid Plans
- A Good Gig!

#### Meet our applicants



Is this you? Is this you? Is this you? Is this you?

LEARN ALL ABOUT  
**The ultimate job**

WHAT ARE YOU WAITING FOR?  
**Apply today**

FREQUENTLY ASKED QUESTIONS  
**Get the answers**

**Are you our Verity Mom? Verity Cre...**

★★★★★



YouTube

Bill Hayes, Chief Executive Officer

#### PEOPLE RECENT POPULAR

#### Top Commenters

- jancoad**  
1 · 3 posts
- Tim McAlpine**  
2 · 1 post

“VerityMom”  
blog



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Ever growing  
blog

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.



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# Microblog



twitter

Have an account? [Sign in](#)

Get short, timely messages from **TXCreditUnion League**.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and follow **@TX\_CU\_League**.

[Sign Up](#)

Get updates via SMS by texting [follow TX\\_CU\\_League](#) to **40404** in the United States  
[Codes for other countries](#)

**75 TX\_CU\_League**

[http://www.tcul.coop/mktg\\_biz\\_dev\\_conf.html](http://www.tcul.coop/mktg_biz_dev_conf.html) – Less than two weeks left before TCUL's 2010 Marketing & Business Development Conference begins

8:54 AM Sep 23rd via web

Listen live in 15 minutes to Celebrate Self Improvement Month by Getting Y... on Texas CU League.

<http://tobtr.com/s/1249041>. #BlogTalkRadio

8:45 AM Sep 14th via BlogTalkRadio

<http://www.blogtalkradio.com/tcul> – Celebrate Self Improvement Month by Getting your Finances in Shape in tomorrow's 11:00 a.m. (CDT) show.

11:23 AM Sep 13th via web

Listen live in 15 minutes to Your Money. Your Matters on Texas CU League. <http://tobtr.com/s/1249060>.

#BlogTalkRadio

9:16 AM Sep 7th via BlogTalkRadio

Your Money. Your Matters on Texas CU League will air 09/07. <http://tobtr.com/s/1249060> #BlogTalkRadio

9:13 AM Sep 7th via BlogTalkRadio

Getting the Family Budget in Order for Back to School on Texas CU League will air 09/07. <http://tobtr.com/s/1249042>

Name TXCreditUnion League  
Location Dallas  
Web <http://www.tcul.coop>  
Bio Organized in 1934, the Texas Credit Union League is the official state trade association serving Texas credit unions.

33 following 438 followers 27 listed

Tweets 186

Favorites

Following



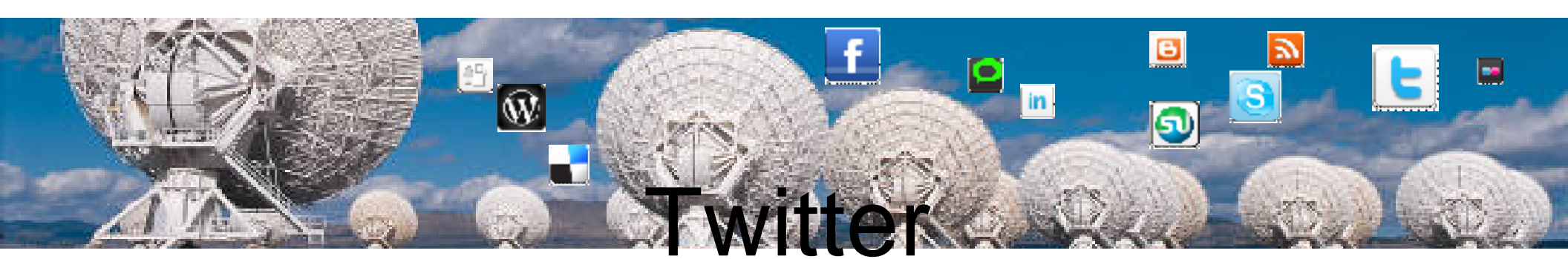
RSS feed of TX\_CU\_League's tweets

## Twitter

- 190 million users
- 65 million tweets per day



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- Real time announcements - 140 characters or less
- Member support/service
- Promotions
- Contests
- Advice

**Give people something they can use and share!**



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# 9 Twitter “Do’s”

1. Keep it short (140 characters)
2. Include a helpful or reference link
  - (use: tinyurl, bit.ly, ow.ly)
3. Provide practical, useful information
4. Know your audience
5. Check last 20 tweets
  - Are they any good? Would you follow you?
6. Quality over quantity
7. Don’t feel obligated to tweet
8. Research
9. Have a goal!





# What people look for in a Tweet...

- Topic with personal relevance
- Topic that's entertaining
- Topic that gives them insight or advice
- Topic with value
- Topic that helps them
- Topic that solves a problem



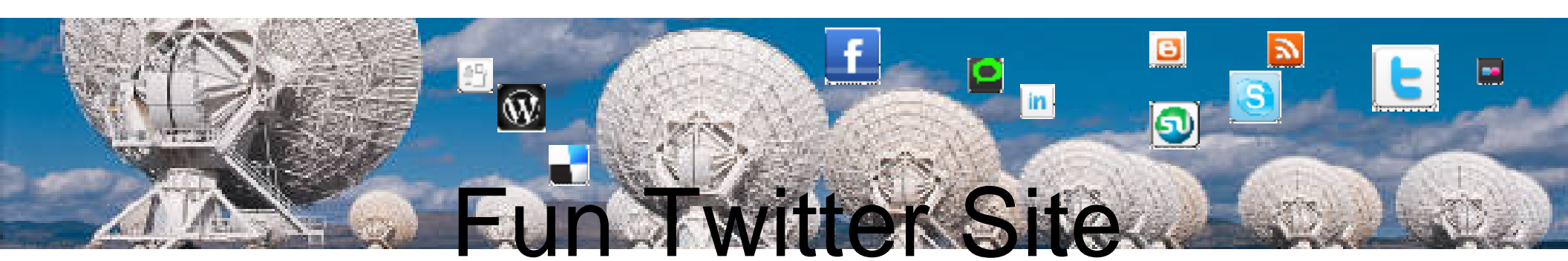


# How Should You Tweet?

## “70-20-10 Formula”

- 70% — Sharing quality content from others
  - Become a valued, trusted resource
- 20% — Conversation/collaboration with others
  - Become a thought leader
- 10% — Chit-chat or trivial details of your life
  - Become human





# Fun Twitter Site

tweetfeel 

Try some Twitter trends: [Ferris Bueller's Day](#) [Director John Hughes](#) [DDOs](#) [Rashard Lewis](#) [UberTwitter](#) [Sonia Sotomayor](#) [Supreme Court](#) [Sixteen Candles](#)

Enter a brand, celebrity or anything else and our insanely complex analysis will tell you people's attitudes about it.



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# Social Networks

facebook Home Profile Friends Inbox 22 Michael Lawson Set

**Carolina Collegiate Federal Credit Union** Become a Fan

Wall Info Photos Boxes Events Notes

Welcome Back! Win an ipod touch and other prizes!

**WELCOME BACK, STUDENTS!!!** from CAROLINA COLLEGIATE FEDERAL CREDIT UNION

STRESS-FREE STUDENT CHECKING

TEXT CAROLINA TO 84444

WIN an ipod touch and other prizes!

ATM Locator

Zip:

Search

MyMoney

Access your Carolina Collegiate accounts through Facebook with MyMoney!

MYCOOP - Text ATM Locator

Text MYCOOP (692667) to find CO-OP Network surcharge-free ATMs near you. Simply include

CCFCU now on twitter!

Now on twitter and facebook!

**CAROLINA COLLEGIATE** FEDERAL CREDIT UNION

## Facebook

- 500 million users
- Appeal to the masses
- Marketing machine

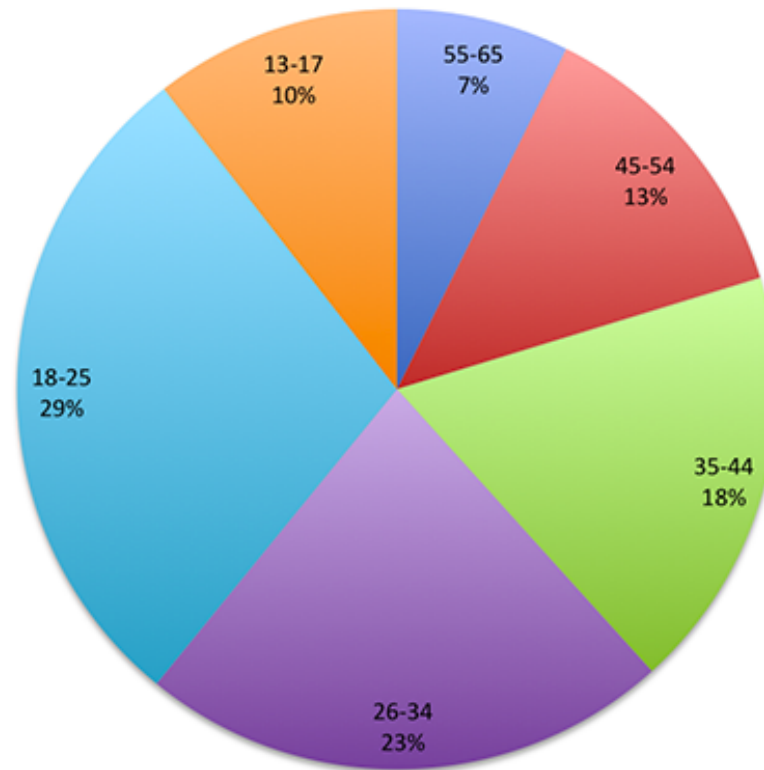


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# Facebook Users: Age Group

US Facebook Users by Age  
*InsideFacebook.com, 7/1/2010*



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# Facebook Tips

- Define your audience
- Goals/Objectives/Strategy
- Pick your settings carefully
- Create a compelling page
  - Make your page as rich and robust as possible
- Leverage as a research or survey tool
  - Query your audience
- Events
- Resources
  - Offer good resources or something useful for fans like Carolina Collegiate's Internet Banking "MyMoney" app

MyMoney



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# Facebook News Feed

facebook Remember Me Forgot your password?  
 mike@dmlcommunication

**Sign Up** Travis Credit Union is on Facebook  
 Sign up for Facebook to connect with Travis Credit Union.

**Travis Credit Union** Wall Info Photos Notes

**Travis Credit Union** Just Fans

**Travis Credit Union** **Fun Fall activities and destinations that wont break your budget**  
 Fall is here, so we've searched high and low to bring you some of the most fun things to see and do in Northern California. U...  
 Yesterday at 2:55pm

**Travis Credit Union** **Thank You! More than 40 great charitable organizations have been nominated to receive a \$500 donation through "TCU Pays It Forward"...**...if you have a favorite charity, submit a nomination today at <https://www.traviscu.org/tcutubef.aspx?ekfrm=2238>  
  
 September 22 at 1:37pm

**Travis Credit Union** **Credit Unions Celebrate 100 Years of Service and Savings!**  
 Credit Unions Celebrate 100 Years of Service and Savings!  
 From sidewalks and side streets to thoroughfares and boulevards, our nation's not-for-profit cooperatively owned credit unions have been helping American families thrive for 100 years. ...  
  
 A TRADITION OF PEOPLE HELPING PEOPLE  
 September 17 at 1:40pm

**Travis Credit Union** **Online Coupons Could Save You Major Cash**  
 From clipping to clicking: Coupons are cool Check out all of the money-saving information in this article posted on [www.traviscu.org](http://www.traviscu.org). There are tons of ways to save money with online and traditional coupons. Because these days, everyone is looking for ways to spend less, and save money...  
  
 September 17 at 12:01pm

**Travis Credit Union** **BALANCE Financial Fitness is here to help**  
 Take advantage of BALANCE — Travis Credit Union's financial fitness program We're committed to helping you achieve your financial goals, whether that means getting out of debt, sending the kids to college, buying your first home or retiring. ...  
  
 September 1 at 4:31pm

**Information**  
 Founded: 1951

**Fans**  
 6 of 355 fans See All

Allison Ian Maranda  
 Trent Brandy Mark

**Photos**  
 2 albums See All

**Wall Photos**  
 Updated last Tuesday

Feb 2009  
 Created about 8 months ago

Members become a Fan, News Feeds appear on member Profile pages to keep them updated on credit union activities, word spreads like wildfire



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# Facebook Groups

- Join a group and create discussions
- Receive responses from groups' members
- Because of the viral impact Groups have within Facebook, it is the perfect venue to promote events and products...
  - Branch openings
  - Low rates
  - CDs or IRAs
  - Mobile banking
  - Financial advice seminars



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# LinkedIn

- 60 million users
  - Professional
  - Job opps
  - Expert resources
  - Groups

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.



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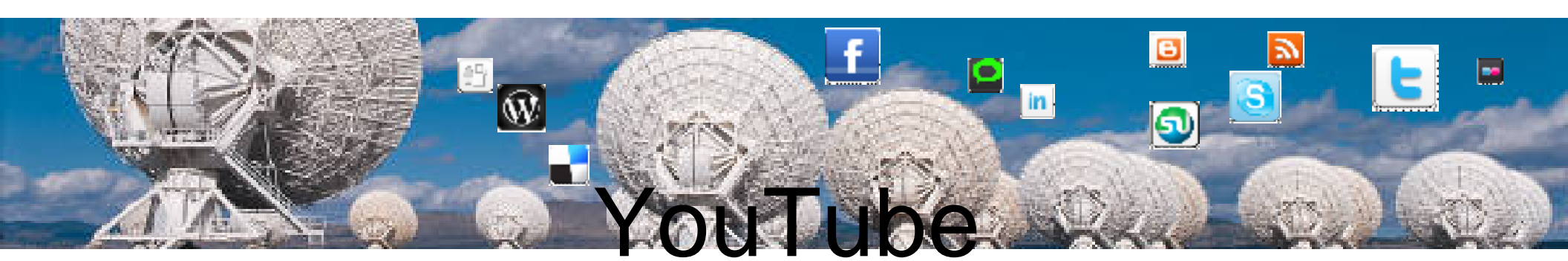


# Video

- Multimedia is hot (include in newsletters and blogs)
- Adds a magnetic dimension to your website
- Provides venue for compelling story with visuals and audio
- Everybody likes watching a video
  - Keep 'em short (2-minute rule)
- Humanizes your credit union
  - Places a face/voice to your credit union
- It's fun and it's easier than ever!



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# YouTube

- 2nd biggest search engine (owned by Google)
- 2 billion views per day
- 24 hours of video uploaded per minute

QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.



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# Evangelical Christian CU

Your ministry banking resource.®

Contact | Careers | Sign In

Search

**ECCU** Home Solutions Financial Services Resources About ECCU

### How One Church Recovered from Financial Ruin

When Crossroads Christian Church was at "death's door" financially, God revived them. After working with ECCU, they have cash reserves so they can focus on ministry.

[more videos >](#)

#### Online Banking

Username

\*\*\*\*\*

[New Users Register Here >](#)  
[Visa Account Access >](#)  
[Member Support >](#)

#### SOLUTIONS

[more about solutions >](#)

Your ministry's story is our starting point. Once we know your mission, we can design a solution to meet your unique needs. [Learn more about solutions.](#)

#### Safety and Security

As your ministry's finances become increasingly complex, you need the confidence that they are safely invested and securely managed, so you can stay focused on ministry.

#### RESOURCES

[more resources >](#)

- Rocky Mountain Regional Christian Leadership Institute
- Change Management 101 for the Financial Industry (and Your Ministry)
- How would you respond to a 25% (and growing) budget gap?
- Avoiding Affinity Fraud: 10 Steps to Protect Your Ministry
- Cutting Costs in a Changing Economy: Part One

#### ministry banking today

Ministry Banking Today is your monthly source for insights and information to make your ministry more effective

#### News

##### Strong Performance Reflects "Faithful Involvement" by ECCU Members

President/CEO Mark G. Holbrook also cites credit union distinctiveness in the *2008 ECCU Annual Report to Members*.

##### CU Industry Challenged; ECCU Remains Stable, Strong

While recent action by the NCUA in response to credit union industry losses is having an adverse effect on many credit unions, ECCU posted solid earnings through the first quarter of 2009.

##### How Is the Changing Economy Affecting Ministries?

Learn how the economy is affecting ministries. Check out *The Buzz*, another web resource from ECCU.

##### ECCU Enjoys Financial Stability As the Economy Changes

Consistent financial performance attracts more ministries than ever to ECCU for their banking needs.

## Video Member Testimonial



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# Location-based Tools

Users get rewards  
for check-ins  
(mobile phone social media)

- discounts
- freebies
- 1-time deals

Other tools:  
Facebook Places  
Twitter Location



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# Free SM Tracking Tools

- Google Alerts
- TweetDeck
- SocialMention
- HootSuite
- Collecta
- BlogPulse
- TwitterSeeker
- HowSociable
- Twitscoop
- Twendz



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# Social Media Wrap-Up

- Complements traditional marketing efforts
- Two-way communication with members
- Immediate feedback from members
- Humanizes your credit union
- Creates and maintains communication with members
- It's cost effective (many online apps are free!)
- Primary investment is time



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# SM Member Contest

want to win \$100?  
tweet the love!



it's as easy as 1-2-3

step 1: Create an account on twitter (if you don't already have one)  
by visiting [www.twitter.com](http://www.twitter.com) [FREE]

step 2: Become a follower of Public Service Credit Union  
by going to [www.twitter.com/PSCU\\_Amy](http://www.twitter.com/PSCU_Amy)  
and clicking follow [FREE]

step 3: Before midnight, Feb. 21st,  
simply tweet what you love about PSCU  
in 140 characters or less, include #MyPSCU,  
and you will be entered to win \$100!! [FREE]

Sample tweets: #MyPSCU has helped me through thick and thin!  
Love = #MyPSCU

## WHO WILL WIN?

YOU DECIDE! WE WILL PICK THE TOP 3 ENTRIES AND  
POST THEM ON A POLL ON OUR BLOG  
[WWW.PSCUnow.COM/Blog](http://WWW.PSCUnow.COM/Blog)  
WHERE YOU HELP CHOOSE THE WINNER!



Tweet MUST include #MyPSCU and be under 140 characters  
Must be a follower of PSCU\_Amy to be notified by direct message on Twitter



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# 6 Quick Tips for SM Success

1. Make it easy and non-threatening for your audience to participate
2. Write share-worthy content
  - Make it easy to share
3. Acknowledge and recognize your audience
4. Integrate all of your marketing efforts
  - Multi-pronged approach
5. Allow your audience to participate
  - They will feel appreciated and part of the process
6. Be Consistent!





# 8 Ways to Sell SM to the Boss

1. Display Current Member Conversations
2. Don't Leave Out Competitor's Info
3. Show Your Industry Peers' Successes and Failures
4. Research Top SM publications for Advice
5. Seek Outside Help
6. Start small
7. Create SM Guidelines
8. Prepare a Plan — You're Ready to Go



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# Questions?

Mike Lawson

DML Communications

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[www.dmlcommunications.com](http://www.dmlcommunications.com)

[www.twitter.com/dmlcomm](http://www.twitter.com/dmlcomm)

<http://dmlcomm.blogspot.com>

[www.slideshare.com](http://www.slideshare.com) search: dmlcomm



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