



4 ALTERNATIVES



TO FACEBOOK AND TWITTER

STRATEGIES TO **GROW**  YOUR SOCIAL MEDIA PRESENCE

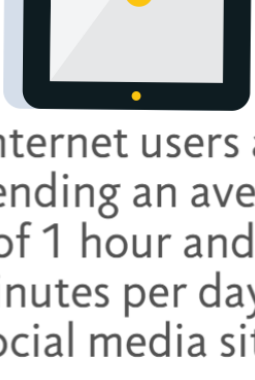
Social Media

has become **more engrained** in our daily lives with a projected

1.96 BILLION

users worldwide in 2015.

(source: Statista)



Internet users are spending an average of 1 hour and 7 minutes per day on social media sites.

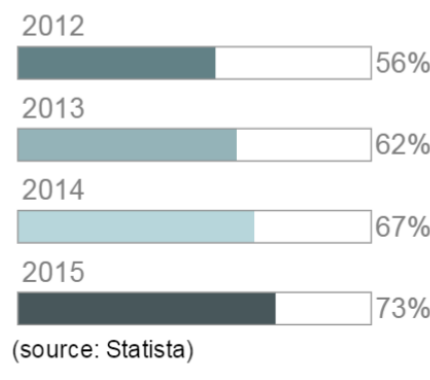
(source: eMarketer)



The percentage of people with social media accounts in the United States has

TRIPLED

since 2008.



(source: Statista)

As of 2015, Facebook was ranked the No. 1 most visited social media site worldwide. It has more than 151.8 million users in the United States alone.



Twitter reported 52.9 million users in the United States, coming in at No. 3 behind only Facebook and YouTube.

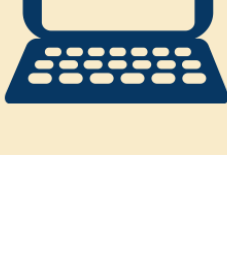
(source: Statista)

CREDIT UNIONS ON SOCIAL MEDIA

The top 10 credit union social media brands in the United States are:

- | | |
|----------------------|--------------------|
| 1 Navy FCU | 6 San Diego County |
| 2 VyStar | 7 Grow Financial |
| 3 Mountain America | 8 Suncoast |
| 4 America First (UT) | 9 OnPoint |
| 5 The Golden 1 | 10 Leaders |

(source: The Financial Brand)



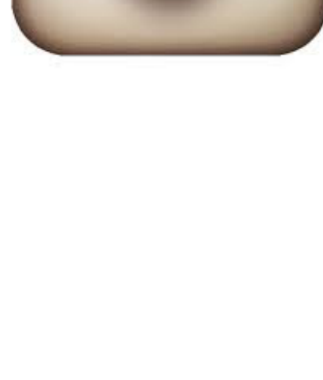
More than 94% of credit unions have a Facebook account.

But other social media outlets offer credit unions a chance to interact with members, too!

(source: The Financial Brand)

4 ALTERNATIVES TO FACEBOOK AND TWITTER

Instagram



With more than 400 million users worldwide, Instagram is one of the largest social media platforms. Users can post, like, and tag pictures and videos.

Why Your Credit Union Should Use Instagram

1. It gives your credit union a face.
2. It's the fastest growing social media platform.
3. It's easy to use and integrates with Facebook.

What To Post On Instagram

1. Credit union initiatives in the community.
2. Member success stories.
3. Promotions or specials.

Snapchat



Snapchat's ability to share pictures or videos for only a short period of time has attracted more than 100 million users worldwide every day!

Why Your Credit Union Should Use Snapchat

1. It is popular among millennials.
2. It is easy to use.
3. It give your credit union a face.

What To Post On Snapchat

1. Daily activities at the credit union.
2. Personalized messages on holidays or birthdays.
3. Promotions or specials.

Pinterest



This virtual bulletin board where users post and share ideas, how-to tutorials, and stories has more than 100 million users worldwide.

Why Your Credit Union Should Use Pinterest

1. Any user can see a post.
2. It's low maintenance.
3. It integrates with Facebook.

What To Post On Pinterest

1. How-to materials on credit union products and services.
2. Educational and financial literacy articles.
3. Promotions and specials.

Tumblr



Tumblr merges social media and blogging. Users share photos, videos, and text without being limited by a character or time limit. Tumblr reports adding more than 300 million users monthly.

Why Your Credit Union Should Use Tumblr

1. It's a chance to combine humor and promotion.
2. It allows credit unions to interact with members in a personal way.
3. It allows credit unions to create a visual story of the institution.

What To Post On Tumblr

1. Humorous posts relating to the credit union.
2. Member success stories.
3. Employee spotlights and community initiatives.

BENEFITS OF SOCIAL MEDIA



Interact with more members and potential members.



Spread the word about the credit union.



Interact with members in a creative way.



Shine a light on credit union initiatives.

STAFFING FOR SOCIAL MEDIA

What's the best way to manage a growing social media presence? Consider the following:

How many employees should be involved?

How active would you like your accounts to be?

Should it be a new position or can existing employees manage the account?

Click here to read about three strategies in the CreditUnions.com blog "Tweet Tweet Tweet."

SOCIAL MEDIA CAMPAIGNS

Find inspiration from credit unions who have launched their own social media campaigns.

(Click the logos to learn more.)



AND DON'T FORGET...

There is no single platform or combination of platforms that is the right answer for every credit union. So before creating a new social media account, do the following:

1

Understand the credit union's membership and their social media habits.

2

Research new social media platforms to determine if they're a good fit before creating an account.

3

Create a plan and measurable goals for all social media activity.

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SOURCES

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