




Have questions? Use the chat panel –  we'll field them as we go and during the Q&A recap at the end of the call.



A Harland Clarke
Speaker Series

Best Practices for Financial Institutions on Social Media

The content for this presentation was created by Holly Fearing. The views and opinions expressed herein are those of the author, Holly Fearing, and do not necessarily reflect those of Harland Clarke.

Presenters

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Moderator

Christine Ahlgren

Harland Clarke



WHY?

SOCIAL MEDIA ISN'T "NICE TO HAVE"
IT'S A BUSINESS IMPERATIVE

AND A HUGE OPPORTUNITY...

YOUR AUDIENCE

THE WHO, WHERE & WHY



- 65% of adults are active social media users
- 2 billion people on the planet use social media
- **70% of households** start their search for new financial institutions online, via search engines and social media.

HOW?



FOCUS ON THESE 3 STRATEGIES:

→ Content

- Should be crafted to use your expertise to meet their needs. Remember, this is about them, not you.

→ Brand Ambassadors and Reach

- Have a plan to get your content out to the largest relevant audience and use tactics to make it most relevant.

→ Advertising and Brand Awareness

- Be prepared to “pay to play” in the social media game while maximizing your ad dollars.

ALIGN CONTENT STRATEGY WITH ORGANIZATIONAL GOALS

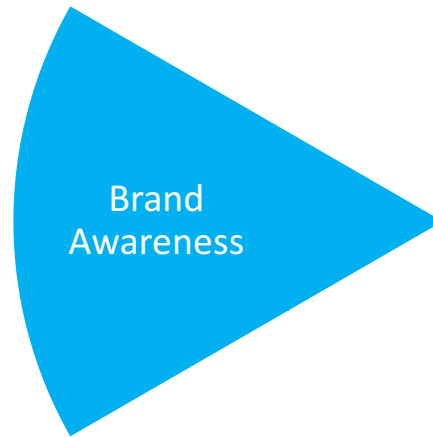


CONTENT FOCUSED ON:



- Financial tips
- Business information (hours, locations, ATMs,)
- Responding / resolving issues
- How-to guides and videos
- Infographics

CONTENT FOCUSED ON:



- Original content (*videos, blogs, podcasts, articles*)
- Unique value proposition & WIIFM
- Brand voice: be genuine, useful, entertaining (*memes, quotes, inspiration, stories*)
- Mission/Values

CONTENT FOCUSED ON:

- Support of local business/orgs
- Partnerships and events
- Pride in employees and community
- Financial literacy resources and events



CONTENT RATIO




**Plan,
generate, and
create content
in a priority
ratio**

CONTENT DISTRIBUTION

- 1.Website*
- 2.Email / Direct Mail*
- 3.Social Media*
- 4.Blogs / Podcasts*
- 5.Signage / In-Branch
- 6.Contributed Articles / Media*

**70% of households start their search for new financial institutions online, via search engines and social media.*



Q: HOW CAN FINANCIAL
INSTITUTIONS TAP INTO
THE POWER OF
BRAND? AMBASSADORS?

A: AMPLIFY YOUR CONTENT WITH BRAND AMBASSADORS!

A brand ambassador is...



AMPLIFY CONTENT WITH BRAND AMBASSADORS

A brand ambassador is...

- **Someone who shares information about a brand in a positive way, among their personal networks and connections.**



AMPLIFY CONTENT WITH BRAND AMBASSADORS

A brand ambassador is...

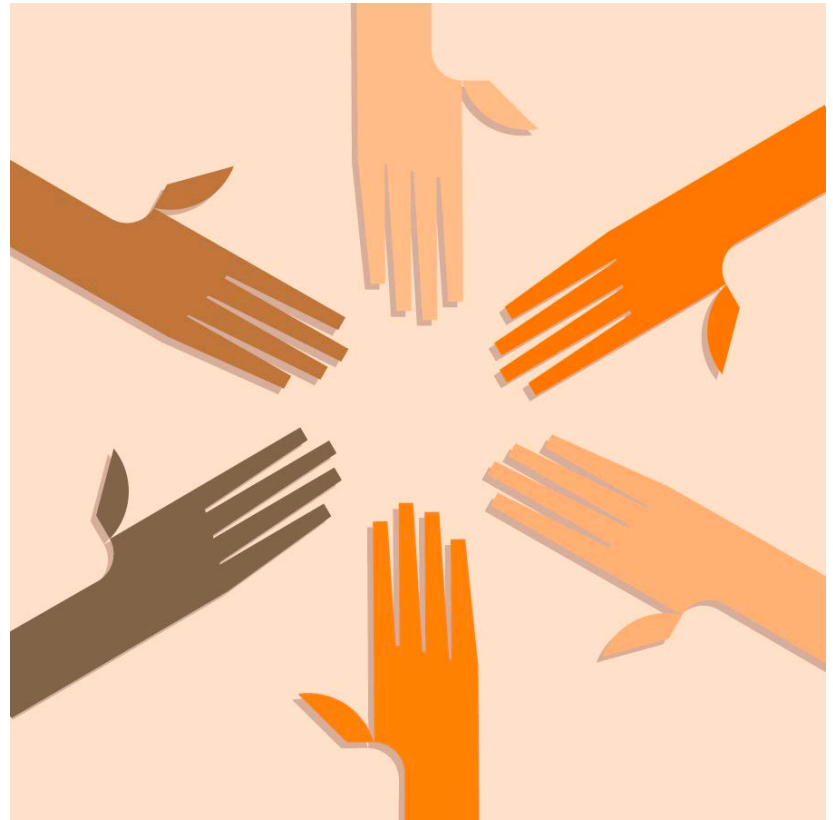
- **Enthusiastic, passionate, knowledgeable believer in your organization's purpose**



AMPLIFY CONTENT WITH BRAND AMBASSADORS

A brand ambassador is...

→ **Your team!**



WHY BRAND AMBASSADORS?

Only 33% of consumers trust brand posts or advertisements, but...

- **92% of people trust peer recommendations**
- **75% of people said suggestions from friends and family on social media directly led to a purchase decision**



WHY BRAND AMBASSADORS?

- **Potential:** The average social media users has 850 connections
- **Impact:** Social posts by employees get 8 times the engagement of brand posts
- **ROI:** Companies with engaged employees outperform those without by up to 200%

BRAND AMBASSADORS: ESSENTIALS

- **Select** the right employees
- **Incentivize** employees
- **Enable** employees to share content
- Provide **training and education**
- Social media **policy** and rules of engagement
- **Measure** and gauge success





YES! SOCIAL MEDIA ADVERTISING

- 65% of US adults are active social media users
- 2 billion+ people on the planet use social media
- Usage among those 65 and older has more than tripled since 2010 (35% and rising)
- More than half of rural residents use social media



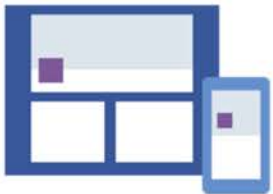
YES! SOCIAL MEDIA ADVERTISING

Pay to play landscape

- 78% of marketers spent more on social media ads in 2016 than in 2015
- Promoted social posts have shown average engagement rates of 1% to 3% — much higher than traditional banner ads

WHY FACEBOOK ADS?

Facebook and Instagram are two of the most popular mobile platforms. In fact, 1 in every 5 minutes on mobile is spent on Instagram or Facebook. That's more than the next 10 mobile platforms combined.



1. Use your free Facebook Page to get started



2. Let us know what you want to promote



3. Choose the audience for your Facebook Ad



4. Set your budget and track your results

***“The truth is, rarely can a **response**
make something better —
what makes something better is
connection.”***

-- Brené Brown, author & professor at University of Houston

Q&A Wrap Up

Type your question in the chat panel 

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**Presentation materials and video replay
will be provided within one week.**

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Thank You.

