



The Informed Banker
Speaker Series



Successful Social Media Marketing Strategies That Supercharge Engagement

May 23, 2019

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

Presenters



Alexandra Gekas

Vice President, Marketing & Engagement
Callahan & Associates



Moderator

Christine Ahlgren

Director, Strategic Business Alliances
Harland Clarke



FLAMMABLE CARGO
PROHIBITED IN
I-90 TUNNELS

KENN
ADVANTAGE
GROUP INC.

392

SEATTLE
C777BAX
CRISTAL BAX

1A1N4450

1A1N4450

KEEP 30

KEEP 30

GOOD NEWS IS... YOU HAVE THE **HOV** LANE





HUMANIZE



OPTIMIZE



VISUALIZE

HUMANIZE YOUR VOICE

- Be authentic and relatable
- Showcase employees AND management
- Connect with your community





OPTIMIZE YOUR CONTENT

- Know your audience *first*
- Determine your content mix
- Write killer headlines and captions

VISUALIZE YOUR BRAND

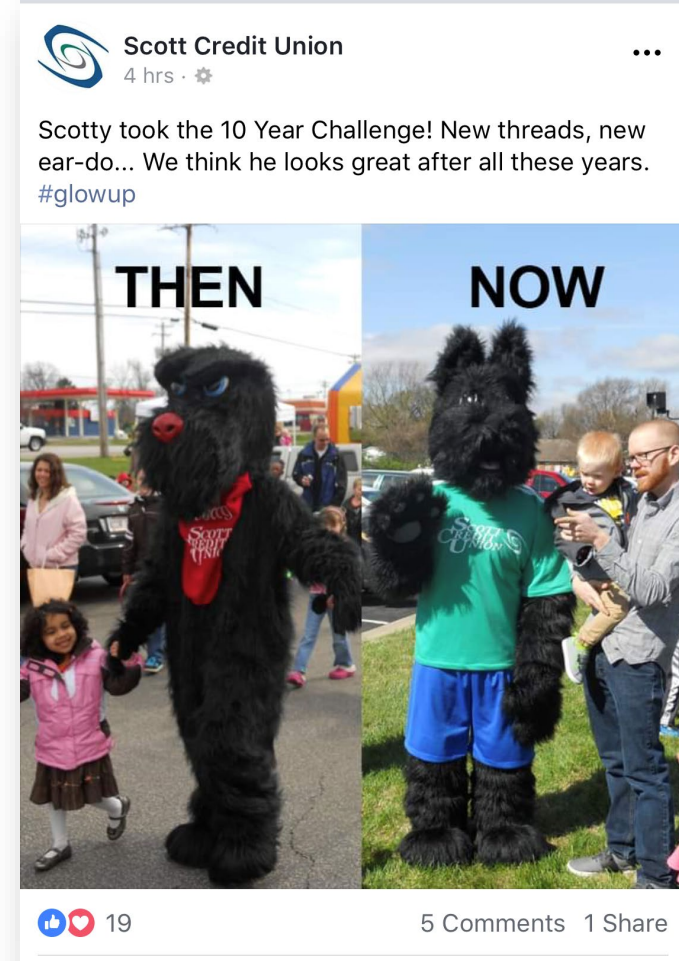
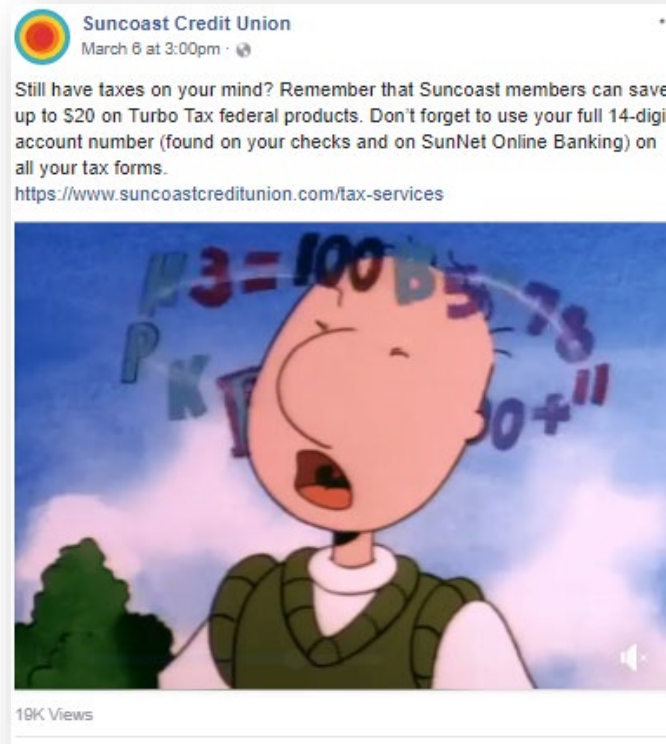
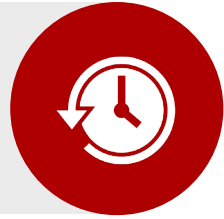
- Follow size guidelines by platform
- Create a consistent look on social
- Choose the *right* editing and filters



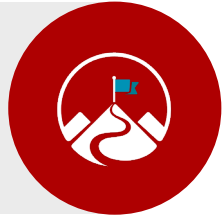


EXAMPLES OF ENGAGING POSTS

NOSTALGIC




ASPIRATIONAL



Sallie Mae August 18, 2014 · 🌐

You've dreamed about getting your college degree for a long time -- you can do it. #MotivationMonday



"If you can dream it, you can do it." – Walt Disney
You've dreamed about getting your college degree for a long time – you can do it!

Sallie Mae

onepeloton

“
IF THERE IS NO
STRUGGLE, THERE IS
NO PROGRESS.
– FREDERICK DOUGLASS

4,182 likes

onepeloton "This quote speaks to me because it's a reminder that things are not destined to be easy, but they are worth the struggle."

chase


"Check me like you check your dating app."

– Your Credit Score

348 likes

chase Ok, maybe not THAT often. But DYK you can get unlimited access to your credit score for free, even if you're not a Chase customer? Swipe up on our Instagram Story to visit creditcards.chase.com/free-credit-score

citizensbank



198 likes

citizensbank You have got to be kitten us. Who else can't get enough of Alfie's bank attire right meow? 🐱

View all 10 comments



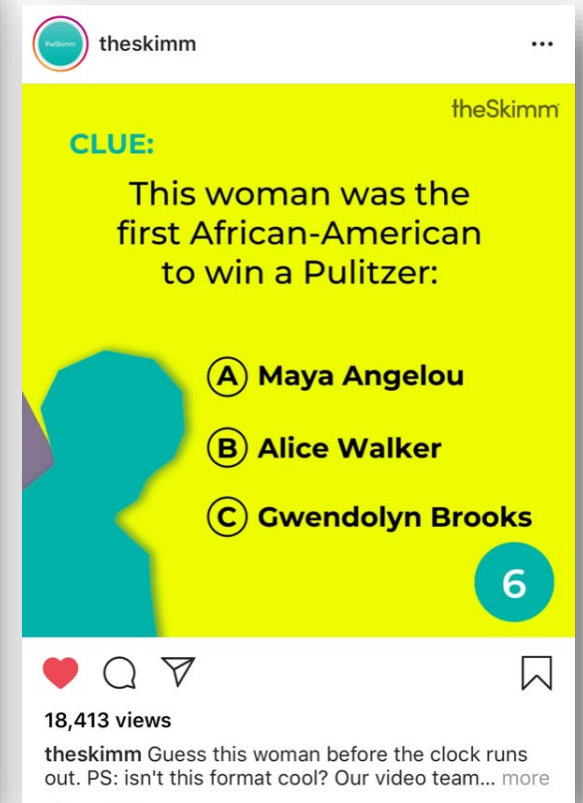
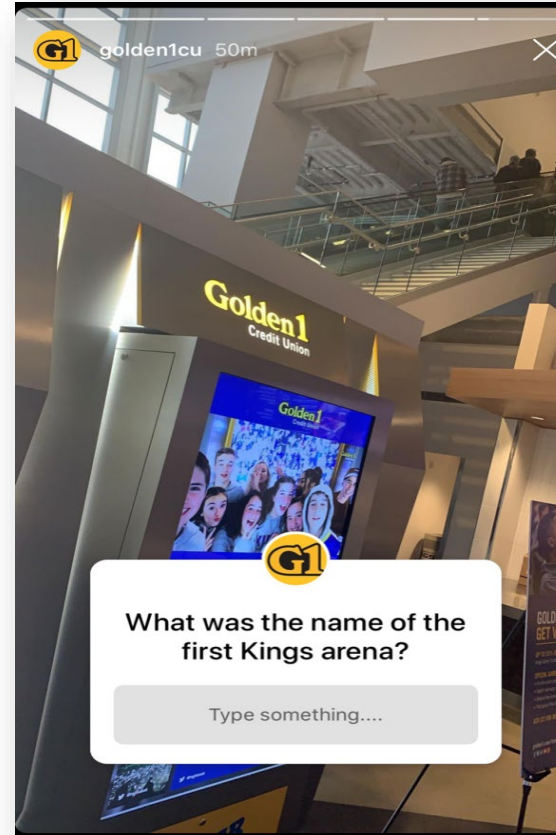
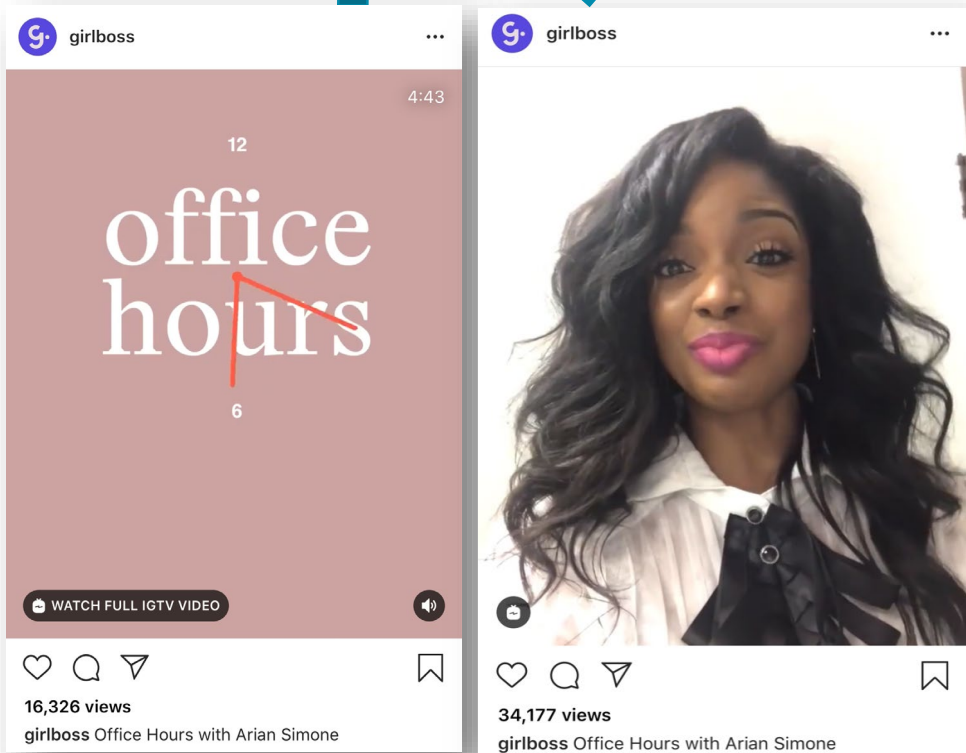
WITTY

SIMPLE ANIMATION



REAL-LIFE PERSPECTIVES

OFFICE HOURS



QUIZZES & TRIVIA

EXPERT INSIGHTS



Beyond Bank
January 17 · 🌐

There are plenty of reasons people take out credit cards but it's important to ensure you're ready for the responsibility. 📄 We've put together 3 common factors to help you decide: <https://bit.ly/2TOHwTo>



BMO Harris Bank
October 10, 2018 at 2:45 PM · 🌐

This #CybersecurityAwarenessMonth, protect yourself online by learning how to spot a phishing email. Keep your banking information safe with more helpful tips in our Security Centre: <https://bit.ly/2wrlhHc>


How to spot a phishing email:

BMO Harris Bank

0:01 - 0:39

PenFed
Yesterday at 8:30 AM · 🌐

Plan your budget, and stick to it. No one wants to worry about credit card debt during the holidays! ... it holiday spending advice from WTOP News <https://ow.ly/UuLt50jT7Tn>



...P.COM
...s to avoid a post-holiday spending hangover |
...DP

wework
Sponsored · Learn More

Debating between WeWork or a traditional lease?



Here's what to consider

CONTESTS



Punjab National Bank
2 hrs · 🌐

#ContestAlert : Test your knowledge about the newly launched #PNBOne App. Participate in the #MeraPNBOne Contest & stand a chance to win big.
#Contest Rules : <https://bit.ly/2RXuuph>

What is the tagline of PNB ONE App?

a) Just One App	b) One for All
c) All for One	d) None of these

Participate by sharing your answer in the comment section and stand a chance to win big.

👍❤️😬 299 258 Comments 113 Shares

Airbnb @Airbnb

Long weekend ahead 🙌. What's a must-have for your #AirbnbEscape?

📍 11 7:26 PM - Feb 12, 2016

- 20% Breezy hammock
- 39% Mountain views**
- 12% Bohemian decor
- 29% Outdoor hot tub

629 votes • Final results

[See Airbnb's other Tweets](#)



POLLS

QUESTIONS



Public Service Credit Union 6 hrs · 🌐

Would you rather have \$50,000 in cash or \$100,000 in Amazon credit? 🍀

👍❤️ 15 54 Comments 2 Shares

Redwood Credit Union, Sponsored

Have you set your financial goals for the new year?

Take control of your financial wellness this year with these 3 budgeting tips: 1. Try the 52-week savings challenge: Start by saving \$1 in the first week of 2019, then increase your savings by a See more...



Organize your finances for 2019 [Learn more](#)

❤️ 2 neighbors recommended Redwood Credit Union

Inc. incmagazine 7h

Inc.

What did you learn from the best employee you ever worked with?

Type something....

#EMPLOYEEAPPRECIATION

We'll **SHARE** the best!

Bank of America 7 hrs · 🌐

Swiss, brie, cheddar...it's all gouda. 😊 Here's a tough Q for you. Would you give up cheese to be debt free? 🍷 Comment below! go.bofa.com/b5jh8



#BetterMoneyHabits

RESEARCH



VyStar Credit Union
5 hrs · 🌟

PARENTS: You already know this. And it's possibly (a lot) longer than six years:



FIRSTCOASTNEWS.COM
Study: Parents' sleep doesn't recover until 6 years after having a baby

👍 Like 💬 Comment ➦ Share

👍 😂 🤔 50

42 Shares

5:28 Instagram



66 likes

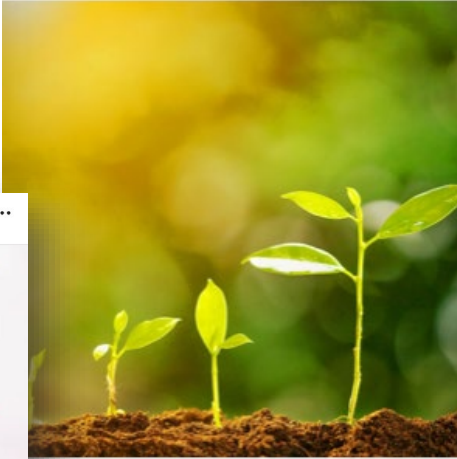
traviscu Today we want to share with you a love story. A few years back, when we were at Travis Air Force Base Federal Credit Union, a young teller named Camille who worked at our branch. One day at work she met a charming



chase Wishing everyone a happy #ValentinesDay — with another banking #pun! ❤️

1,460 views

bbt



0 likes

bbt Happy #Earth Day! Help us go green and save our trees by going paperless with online statements today! Click the link in our bio for details.

3 MINUTES AGO



HOLIDAYS

PROMOTION



gusto
Sponsored

Try Gusto today
for free.
(Just swipe up.)

All (12)	Salaried (10)	Hourly (2)
	Holly A. PR Manager	40 hrs Salaried
	Eric H. Content Strategist	40 hrs Salaried
	Tony M. SEO Strategist	28 hrs Salaried
	Christine S. Community Manager	32 hrs Salaried
	Elena L.	40 hrs

Learn More

linkedintalsolutions
Sponsored

THE ULTIMATE
INTERVIEW CHEATSHEET

Download

165 likes

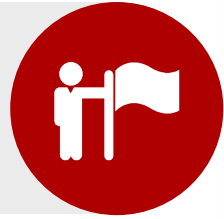
linkedintalsolutions Interviewing can be difficult, time-consuming, and even costly. Take the... more

View all 2 comments

3,177 likes

readysjetset #ad Thanks so much to everyone who came out to my Austin Instameet with #ChaseSapphire this weekend! We were celebrating the launch of the @Chase #SapphireSix Guide to Austin with a photo walk around South Congress ending at @cafenoseatx - one of the official spots on the guide! You can check out the guide for yourself at the link in my bio to see some of the best spots in Austin. #SapphireInsider #RSJSinAustin #RSJSinTexas

DE-MYSTIFY MANAGEMENT



 **Santander Bank US** @Sa... · 2/20/19 ✓
Thanks, @bgcboston, for a great event! Last week, Santander Bank CEO Scott Powell co-chaired the Boys and Girls Club of Boston's Annual Dinner. To learn more about this great organization, please visit: bgcb.org/#RespectAddsUp










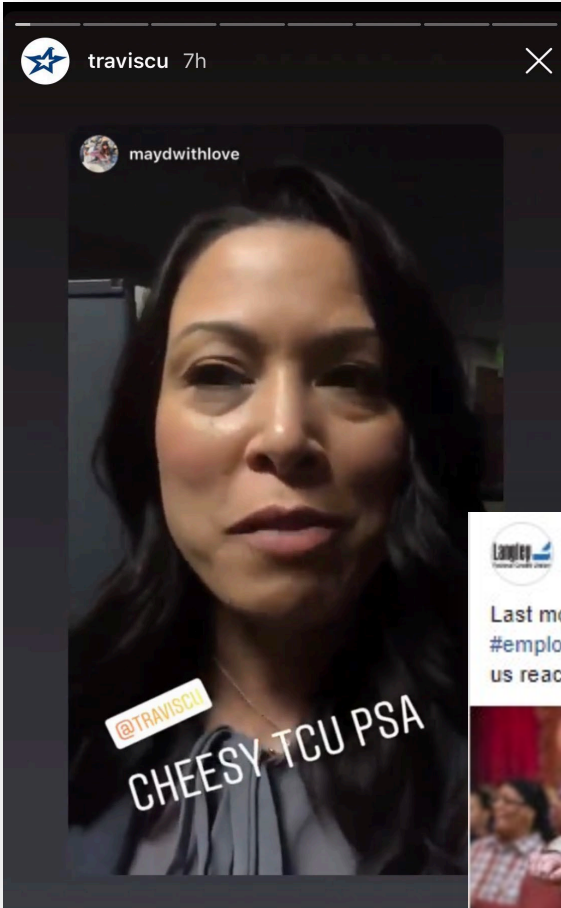
  1  3 

A cartoon illustration showing a man with a white beard and hair sitting in the driver's seat of a dark car. Outside the car, a bride and groom are kissing. The bride is holding a bouquet of pink flowers. The background is a bright blue sky with green bushes.

Play (k)


0:15 / 0:30



chase

"Be very, very intentional about who is at the table. Make sure you are open to listening to what they have to say. Invite them into the equation."



Stacey Friedman
Executive Vice President and General Counsel for JPMorgan Chase & Co.



PEOPLE POWER

Langley Federal Credit Union
February 7 · 🌐

Last month, we were excited to celebrate our dedicated staff at our annual #employeeappreciation night! Each employee's unique contribution helped us reach our goals together in 2018. #TheLangleyExperience



👍❤️ 46 6 Shares

Sallie Mae
February 19 at 7:00 PM · 🌐

🕒 One hour until a Delaware mom wows us with her wisdom on "How to Have the College Talk."
#PlanForCollege #PayingForCollege

facebook.com/SallieMae

Winnie Sun + 1 Family of 8 + Paying for College

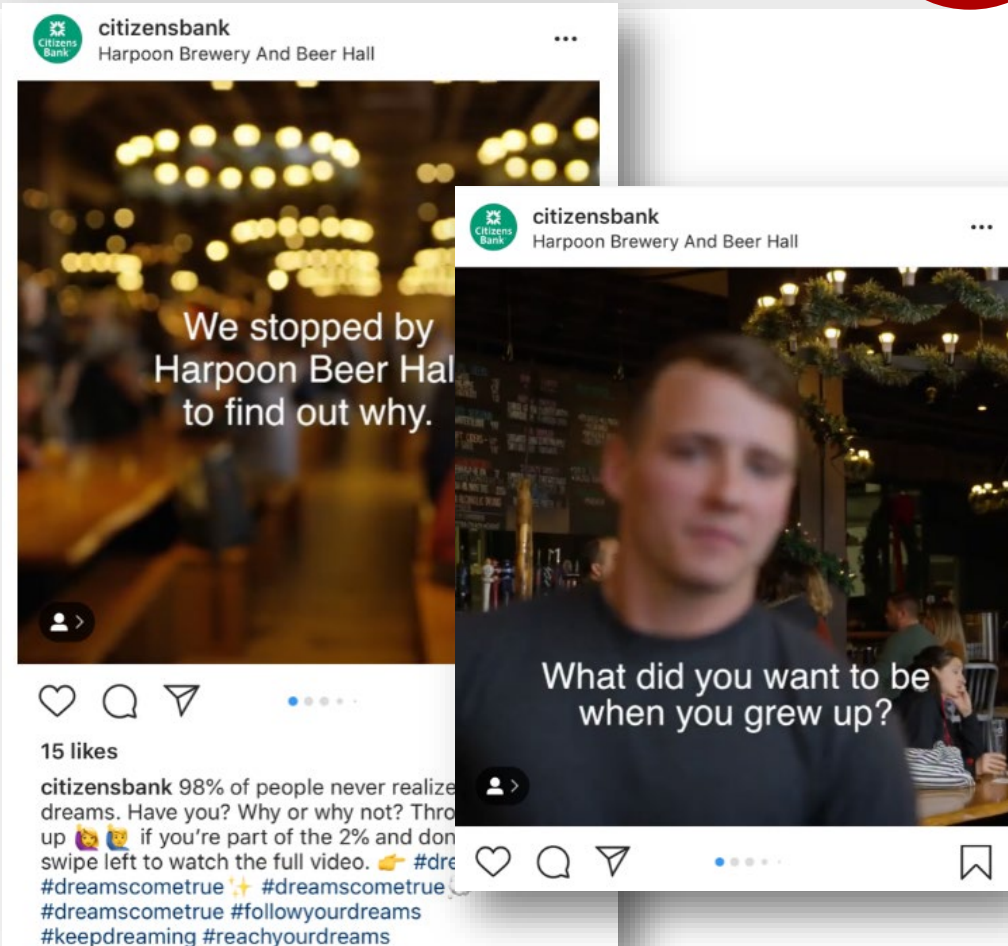
Tuesday, 2/19
8 p.m. ET



👍❤️👍 5 6 Shares

👍 Like 💬 Comment ➦ Share

ON THE GROUND



PERSONAL TOUCH

SPOTLIGHT LOCAL



infinityfcu
The New Daily Grind

11 likes

infinityfcu New team member Molly and her buddy Kal are paying it forward to the community today! They will be around for a bit longer, so stop by and say hi 🙌 and grab some lunch on us! No sales pitches - just lunch and coffee ☕ As always, stay safe and stay caffeinated, my friends.

burningsandpottery · Follow
Umpqua Bank

18 likes

burningsandpottery My ceramics on display at Umpqua Bank Potrero Hill. #pitfiredpottery #pitfired #umpquabank #ceramicsculptures #ceramicsmagazine #potrerohill #shoplocal #claysculpture

APRIL 5, 2017

Byline Bank > Inspired BY



Inspired BY Turning Point Behavioral Health Center

[LEARN MORE](#)



Inspired By PDQ Supply, Inc

[LEARN MORE](#)

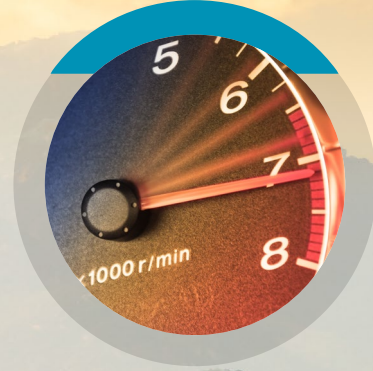
golden1cu

3 likes

golden1cu We love giving back to the communities we serve! If you know of a deserving nonprofit who may be eligible for our Community Grants program, encourage them to apply! The deadline is Sunday, March 10 at midnight. For more information, visit: golden1.com/communitygrants. #Golden1Gives -- Repost--
📷 @handsoncc
Our partnership with Golden 1 Credit Union helps us



HUMANIZE



OPTIMIZE



VISUALIZE

Q&A Wrap Up



The Informed Banker
Speaker Series

Alexandra Gekas

Vice President, Marketing & Engagement | [linkedin.com/in/Alexandra-gekas](https://www.linkedin.com/in/Alexandra-gekas)

Christine Ahlgren

Director, Strategic Business Alliances , Harland Clarke

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Type your question in the chat panel 

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