

Social Media.

Where Communication is a Two-way Street

It's no secret, social media is here to stay. Not only is it a great way to communicate with current or potential members, but it also helps you potentially attract Gen-Y members and boost your search engine rankings.

But a social media strategy is more than creating a Facebook page and Twitter account – it's about daily interaction with members to address their needs and concerns. It's about measuring your results and adjusting your strategy when necessary.

Getting Social

Even if your credit union already has a presence on Facebook, Twitter, LinkedIn, Google+ and/or others, are you efficiently leveraging these communication tools? CU Solutions Group has the social media expertise to make sure people are talking about and to your credit union, and that you've got a plan in place to respond.

How We Can Help

CU Solutions Group can enhance your social media with:

- **Measurement and ROI** – From engagement of fans to conversions, we'll show you how to gather and analyze data that tracks the progress and success of your social media efforts.
- **Social Media Strategies** – We can help determine the best goals and objectives, target audiences and platforms to ensure you have a solid strategy in place.
- **Social Media Audits** – If you already have a social media presence, or are just getting one off the ground, we can review and analyze your activities and provide recommendations.
- **Custom Social Media Design** – Make a big impact with custom Facebook or Twitter pages created just for your credit union.
- **Facebook Advertising** – A great way to target a specific audience based on almost any demographics you need – including relationship status, workplace and interests.
- **Social Media Policies** – Setting the ground rules for employees and followers alike is of the utmost importance. We guide our clients towards developing and implementing the policies needed to protect themselves.

Turn your credit union into a regular social climber. To learn how Marketing Solutions can help with your credit union's social media, contact your CU Solutions Group business consultant at 800.262.6285, info@cusolutionsgroup.com, or visit www.cusolutionsgroup.com for more information.

