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**Social Media Plan**  
Mid October 2014 – TBA?

**Goals of Social Media Plan**

* **Interact with members**—Thrive’s #1 main priority is the members. One aspect that sets Thrive apart from other financial institutions in the area is the personal connection the members have with the credit union. This should be translated through social media. Examples of interaction with members via social media:
  + Contests
  + Community posts
  + Pictures of Thrive employees/members at the branches; Thrive events
  + Weekly financial tips on Facebook
  + Focus on community & personality versus credit union related posts
* **Attract new and potential members**—The entire purpose of renaming ICFCU to Thrive is to grow. A great tool to use to grow is social media. Examples include:
  + Ad promotion on Facebook, which can drastically increase the page’s “likes”
  + Expose new brand to potential members
  + Listen and respond to feedback
  + Attract younger generations who spend large amounts of time on social media
* **Build and promote new brand/identity**—Finally, the new name change brings about a new identity. It is important that this new identity is incorporated in every aspect of social media in order to create brand recognition.
  + Assist members in succeeding financially through fiscal wellness related posts
  + Incorporate new name/logo in all social media accounts
  + Focus on importance of marketing brand versus marketing products

**Strategy #1-Facebook   
Facebook will be Thrive’s most important social media** tool to utilize because of its audience reachability and advertisement ability. It’s important to build and share great content so people will become and remain customers.

* Change Facebook name from Industrial Centre Federal Credit Union to Thrive Credit Union
  + Must submit name change request and must be approved by Facebook
  + Submit request closer to the actual name change
* Establish set goal of **2** posts per week to try to attain
  + Best times to post on Facebook fall between 1-5pm
  + Images are ideal because photos on Facebook get 53% more likes than non-image posts
* Create special day of week for weekly related posts
  + “Thrivesday” or “Thrive Thursday”
  + Every Thursday use designated name in posts. These posts will either feature a financial tip for the week, or a special contest to participate in.
    - Examples of contests: Share with us (comment below) your favorite Thrive memory, favorite financial tip, picture in branch
    - Example of prizes: Gift cards, tickets to area events, or if it’s a picture related contest, the opportunity for winning photo to be featured on Thrive’s Facebook (as cover or profile picture)
* Promote Facebook page
  + Cheapest option: $5/day (equals $1,825/year) all the way up to $20/day
  + With cheapest option, ads will reach approx. 870-2,300 people/day
  + Promotion will drastically increase Facebook page “likes” and increase social media presence
* Participate in random holidays
  + Examples:
    - September is National Self-Improvement Month: post graphic asking how Thrive improves your life
    - National Donut Day: graphic on Facebook and free donuts in the branches
* Focus more on community and quirky posts rather than credit union related

**Strategy #2-Instagram**In recent years, Instagram’s reached new heights of social media popularity. However, even while numerous companies make it work, **financial institutions are lagging behind in this platform**. Nevertheless, if used properly, it can serve as an important social media platform.

* Example of a financial institution who makes Instagram work well is American Express:
  + Focuses on having fun and relating to audience, rather than promoting finance
  + Example: graphic of American Express credit card as vases with flowers that says “Have a lovely weekend”
    - Promoting brand while having fun and being creative
* Promote Thrive brand through creative and relatable photos
  + Photos of employees, members, Thrive events
    - Example Thrive could use: Post a “Throwback Thursday” of childhood pictures of Thrive employees and have followers try to guess who
  + Graphics
    - Thrive related; promoting CU’s services
    - Related to random holidays (see: Strategy #1-Facebook)
  + Inspire members/potential members
    - Example: Whole Foods posts photos that promote a healthy lifestyle. Thrive could use photos to promote a “thriving” lifestyle
* Establish set goal of **1** post per week to try to attain
* Create hashtag #ThriveDogsofInstagram
  + Post photos of Thrive member’s dogs that come into branches
  + Opportunity to tie this in with some sort of social media contest as applicable
* Cultivate a following
  + Link Instagram to Facebook—helps people learn about CU’s Instagram account
  + Use popular and relatable hashtags
  + Follow others and like their photos
* Leverage photo contests on Instagram with Facebook
  + Post on Facebook about Instagram photo challenges
  + Example: Samsung Camera used the hashtag #LiveIntheMoment to successfully promote their Instagram contest on Facebook
* Utilize Instagram to attract younger demographic

**Strategy #3-YouTube**Several financial institutions have jumped on board with YouTube. This platform would be used mainly to share educational content and commercials.

* Establish set goal of **1 video per month** to try to attain
* Create video to introduce Thrive to the community
  + Due to time constraints and focus on other marketing aspects, video would be simple but could be a good way to introduce new brand to community
* Promote YouTube videos on Facebook and Instagram accounts
* Post any TV commercials made on YouTube account
  + Will allow commercials to be more visible
* Produce videos centered around Thrive brand
  + Video of Guerilla marketing efforts
  + Videos of real Thrive customers and “why they Thrive with Thrive”
* YouTube will not be a major social media platform for Thrive. However, it will be a great resource to use in attracting younger generations and promoting Thrive and its new brand.