



Building Success. Together.

Social Media in Bank Marketing

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Why Social Media?

- Humanize your bank's brand
 - Become a friendly, approachable part of your community
- Customers are already there
 - 90.4% of millennials, 77.5% of GenXers, 48.2% of Boomers
 - On average, users spend 2 hours 22 minutes a day on social media and messaging
- Keep up with the competition
 - 87% of banks are somewhat or very active on social media
- Add flexibility to your marketing budget
 - Organic posts are free and paid campaigns can cost as little or as much as you want

Organic Strategy

- Ask yourself:
 - Where are my customers?
 - What kind of internal resources (talent, tools, content) do we have?
 - Is compliance on board?
- Different platforms = different content
 - What works on Instagram doesn't always work on LinkedIn, Facebook, etc
- Quality > quantity
- Know your specs
 - Video length, image size, post copy



Paid Strategy

- Like organic, one platform does not fit all
 - Facebook/Instagram: B2C, consumer tips
 - Be aware of platform policies surrounding credit, housing, etc
 - Twitter: reputational
 - LinkedIn: B2B
- LinkedIn is the most expensive platform
- Video is cheaper than clicks, but is better for awareness than for conversions

American Bankers Association
@ABABankers

Across the nation, banks of all sizes support their customers and communities. #AmericasBanks

AMERICA'S BANKS
MAKE A DIFFERENCE IN EVERY STATE

Get stats on jobs, lending and more.

See How Banks in Your State Make a Difference
aba.com

American Bankers Association
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Banks never ask, "Do you wear boxers or briefs?" They'll also never call, email, or text you for your social security number. See what else banks never ask at our new #BanksNeverAskThat website, and you could win weekly prizes up to \$1,000.

OR

BANKS NEVER ASK THAT

BANKSNEVERASKTHAT.COM
Test Your Scam IQ for the Chance to Win

LEARN MORE

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Social Media Security and Governance

- Restrict employees with access
- Change passwords frequently
- Use two factor authentication when possible
- Issue a social media policy that covers:
 - Personal employee social media accounts/blogs
 - Bank spokespeople and procedure for approval
 - Influencer/partner marketing
- Work with your compliance team

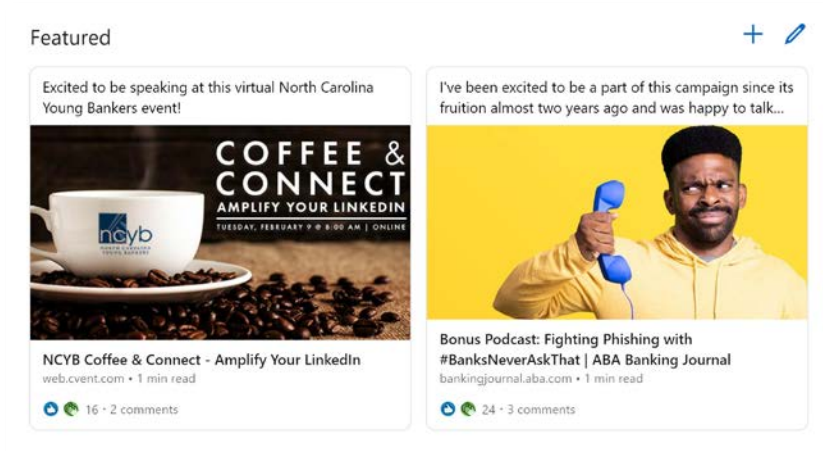
Perfect Your Personal LinkedIn Strategy

Why LinkedIn?

- Trust: LinkedIn ranks highest as a trusted source for content across social platforms.
 - Internet users consider LinkedIn to be the most trusted social platform.
- Career Opportunities: 93% of recruiters use LinkedIn to research and recruit candidates.
- Social Proof: recommendations and endorsements
- Networking: groups and events

Personal LinkedIn: Best Practices

- Profile Checklist:
 - Professional profile photo
 - Background photo
 - Headline
 - About
 - Featured (posts, articles, links, media)
 - Experience
 - Skills & endorsements (assessments)
 - Accomplishments



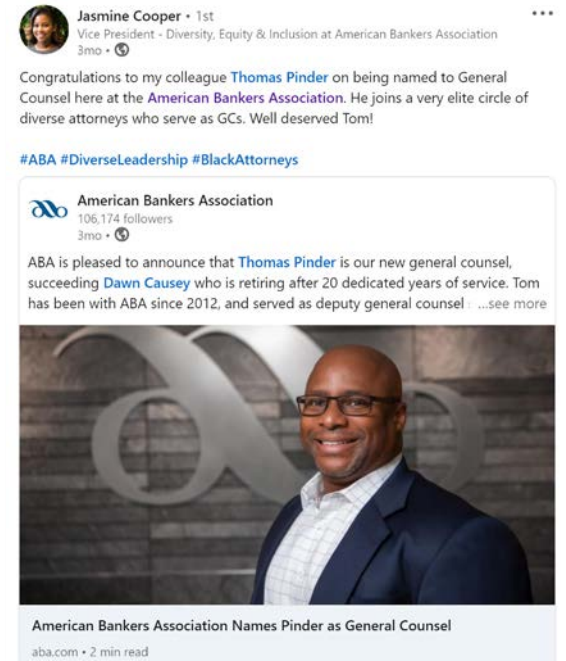
LinkedIn Networking Tips

- DO:
 - Send a message when you invite someone to connect.
 - Look for opportunities to leave meaningful comments.
 - Join and engage with relevant Groups.
 - Use hashtags strategically and follow relevant hashtags.
- DON'T:
 - Tag people or companies in posts just to tag them.
 - Use hashtags just to use them.
 - Invite people to whom you have zero connection to connect.



Promoting Your Bank on LinkedIn

- Follow your bank's social media policy.
- Take advantage of coordinated opportunities.
- Tag your bank in posts about them, so they can engage.
- Make sure to use correctly sized images/graphics (current best practice is 1200 x 628 pixels)
 - Get up to date stats [here](#).
- Share posts that your bank shares, with or without additional comment/copy.



LinkedIn Ads You May Encounter

- In your timeline: static, video, carousel
- InMail is now called Message Ads
 - Conversation ads are a subset of Message Ads

The screenshot shows a LinkedIn message thread. At the top, a message from Verena Lindinger is marked as 'Sponsored' and dated 'Nov 4, 2020'. The message text reads: 'Hi Caitlin, with LinkedIn Ads you can choose between Sponsored Content, Text Ads, Dynamic Ads and Sponsored Messaging to engage with a community of more than 690 million professionals. But do you know which LinkedIn ad format works best for your campaign objective? We've created a guide for you to learn more about our various ad formats and how to use them. Do you want to download this free Guide to LinkedIn Ad Formats?' Below the text are three buttons: 'Yes! Check out the guide.', 'Learn more.', and 'No, I am not interested.'. A reply from Caitlin Croswell follows, stating 'No, I am not interested.'. Below the reply is another message from Verena Lindinger: 'If you would like to learn more about LinkedIn Marketing Solutions please visit our Success Hub <https://lnkd.in/g5wXRUw>'. Below this message is a blue banner with the LinkedIn logo and the text 'Connect to Opportunity™'. At the bottom of the banner, it says 'LinkedIn Success Hub. Education, inspiration and ideas for marketers | LinkedIn Marketing Solutions' and 'business.linkedin.com • 1 min read'.

The screenshot shows a LinkedIn advertisement. At the top right, it says 'Ad ...'. The main text reads: 'Bring your professional community together & drive meaningful outcomes'. Below this is a circular profile picture of a woman and the LinkedIn logo. The text 'LinkedIn Virtual Events solutions' is centered below the image. At the bottom, there is a blue button with the text 'Learn More'.

- On your profile: text, spotlight

Q&A and Action Items

- Check your profile and make sure it's up to date
- Follow ABA:
 - Twitter: @ABABankers
 - Facebook/Instagram: @AmericanBankersAssociation
 - LinkedIn: <https://www.linkedin.com/company/american-bankers-association>
- Connect with me:
 - <https://www.linkedin.com/in/caitlincroswell/>