



Brand Ambassador Guide

Easy as *1, 2, 3!*

## #1 - WHEN: LAST FRIDAY IN JULY

On the last Friday in July, the credit union movement will come together with the purpose of inspiring authentic and high energy conversation about why we love our credit unions

## #2 - USE THE HASHTAG #ILOVEMYCREDITUNION

Use the campaign hashtag, [#ilovemycreditunion](#), across all social platforms to raise awareness about credit unions and share stories about the amazing things they do.

## #3 - SHARE WITH YOUR NETWORK!

Spreading the word on social is easy and powerful! Share a credit union post using the hashtag or create your own post like:

#ILoveMyCreditUnion because they always remember my name & have the best customer service!

#ILoveMyCreditUnion because they had the lowest rate on the loan for my new car!

#ILoveMyCreditUnion because they are always volunteering in the community!

