



**Social Media Blitz**  
**#ilovemycrreditunion**

This summer we will launch and ramp up for the annual #ilovemycrreditunion campaign to create credit union awareness and visibility.

**Digital Channels**

**Email, Social Media, Website**

Purpose of channel: Brand awareness and encourage registration

**Events/ Interactions**

Purpose of channel: Promote and encourage participation during other League events.

**Measurement**

Mentions, engagement, reach, community giveback, people engaged, organizations involved, states and countries represented

**Our Objective**

- To inspire high-energy conversation about credit unions across all social platforms on the same day
- To encourage worldwide involvement of leagues, credit unions and members
- To connect the conversations through a common hashtag

**Target Market**

- CU/League/Partners and Employees
- Credit Union Members
- Brand Ambassadors & Financial Influencers

**Marketing Tool Kit Components Digital Channels**

- Logo files, fonts, color codes
- Save the date
- Ready-to-use social media content collaterals sized to various platforms. Collaterals include frames for profiles, suggested verbiage, images, and sample post ideas (GIFs galore 😊) for ease of use.
- Print-ready posters and table tents for in-branch and office locations promoting participation and awareness of the event
- Engagement ideas, messaging templates, incentive idea

**Marketing Timeline\***

May	June	July
<ul style="list-style-type: none"> <li>➤ Launch &amp; collaborate</li> <li>➤ Identify and engage with brand ambassadors</li> <li>➤ Outreach to leagues, credit unions, and members</li> </ul>	<ul style="list-style-type: none"> <li>➤ Generate buzz through email, social media, website, and member outreach (in-branch print collaterals)</li> <li>➤ Formalize agreements with brand ambassadors</li> <li>➤ Incentivize participation with giveaways</li> </ul>	<ul style="list-style-type: none"> <li>➤ Generate social media buzz</li> <li>➤ Coordinate with brand ambassadors on cross posting</li> <li>➤ Pitch to mainstream publications</li> </ul>
Digital and print collaterals added to the toolkit, communications to CUs & members	Connect with brand ambassadors & influencers	Coordinate and synchronize posting across social platforms