

DEVELOPING SOCIAL MEDIA SKILLS AS A COMMUNITY BANKER



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LET'S CONNECT!



the Girl Banker



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TODAY'S TAKEAWAYS

- Understanding of the importance of utilizing social media correctly as a community banker.
- Overview of Facebook, Instagram, LinkedIn, and Twitter
- Tips and tricks

WHO IS THE GIRL BANKER?

CHIEF ADMINISTRATIVE OFFICER

GRAND SAVINGS BANK



- \$474 Million in Assets
- 12 locations in Northwest Arkansas, Northeast Oklahoma, and the River Valley
- We are a community bank to the core!
- We believe that people bank with people!
- #LifeIsGrand

THE GIRL BANKER BLOG

- Where are all the women?
- I found my niche and acted!
- Launched 11.25.17
 - thegirlbanker.com
 - FB, Twitter, IG, LI
- Advocate women in banking and working moms while faking work life balance daily.
- Speak all over the country, active on social media, and write blog posts



WHY IS SOCIAL MEDIA IMPORTANT AS A COMMUNITY BANKER?

PEOPLE BANK WITH PEOPLE

- While all banks are different in their own way, we all really offer the same products and services.
- Consumers are more likely to respond to people that they know and trust and less likely to brands or ads.
- Create your own visibility in the market place.
- Building a brand as a respected, knowledgeable community banker can pay you and your bank dividends in the long run.

BUILD A NETWORK

- Connect with others in the banking industry all over the country by expanding your engagement on social media.
- Create a network of like minded bankers to bounce ideas off of without fear of competition.
- We all need our #SQUADS!

HOW YOUR BANK WILL BENEFIT

- Employees with a strong social media presence bring recognition back to the banks they represent
- Sets the bank apart from the competition
- High return with little investment
- Creates another outlet to promote your bank's marketing efforts
- Aids in employee recruitment
- People bank with people! Community banks are built on the people who run them.

WHERE TO START:

1. What value do you bring to your bank?
2. What niche do you plan to own or already own?
3. What are you passionate about?
4. What social media platform are you best at and which one do you need to improve on the most?
5. What story do you have to tell?
6. Who is my audience? What social platforms are they on?
7. Where do I network currently? Where should I be networking?
8. Why do I want to do this? What's my main goal?

WHAT ABOUT COMPLIANCE?

- Focus more on you and the story you have to tell rather than bank products and services.
- Social media doesn't like banky things.
- There is nothing sexy about banking.
- When in doubt, talk to your compliance officer.

SOCIAL MEDIA PLATFORMS

SOCIAL MEDIA PLATFORMS

- Facebook
 - Majority of bankers and customer base can be found on this platform.
- Instagram
 - Photo focused, popular with younger generations
- Twitter
 - News focused
- LinkedIn
 - Professionals only

WHERE BANKERS GO WRONG

- They don't use it correctly.
- They underestimate it's power and pass it off as something for "those millennials"
- Either over or under post and get lost in the algorithm or bore people.
- They don't share their bank's content regularly.
- They don't tell their story as a community banker.
- They aren't authentic.

WHERE BANKS GO WRONG

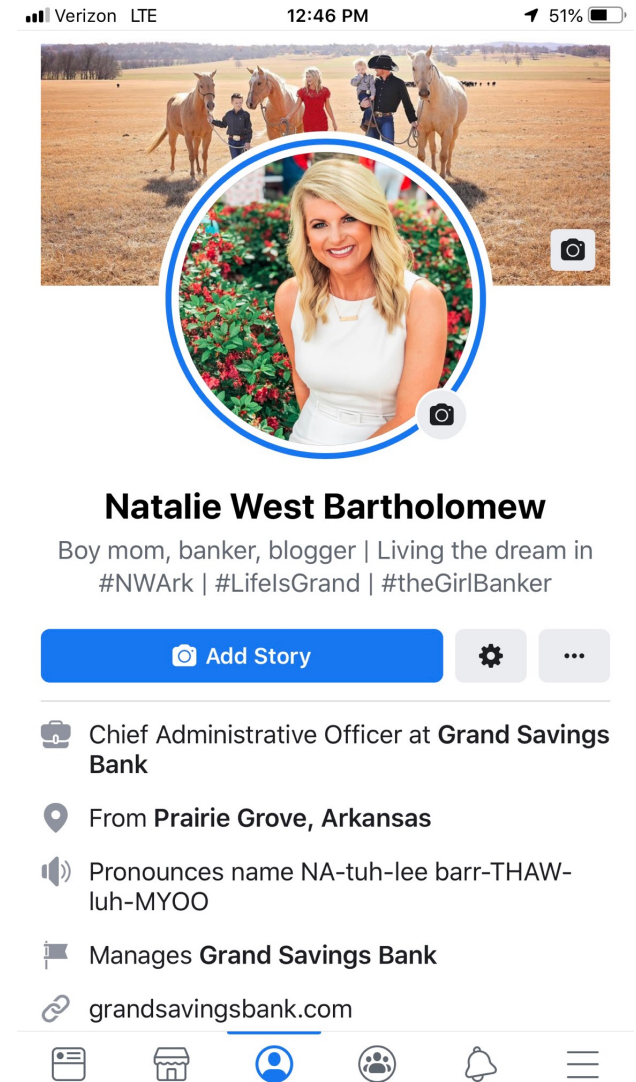
- They are so concerned about compliance that their posts and feed are boring.
- Post only bank products and services.
- Don't utilize a social media strategy
- Don't hire or utilize someone that has been properly trained to manage social media.
- Don't utilize internal brand ambassadors



FACEBOOK

UPDATE YOUR PROFILE

- Profile Picture should be of you.
 - Get new headshots from time to time.
 - Consider lifestyle photography.
- Don't forget your cover photo.
- Be sure your employment information is accurate.
- Refresh your "about" section.








ENGAGE WITH YOUR BANK'S CONTENT

- Regularly liking, sharing, and commenting helps your bank's social media analytics.
- Prioritize your bank's page so that you'll see it often.
- Sharing your bank's content associates you with the bank in the public eye.
- Invite friends and family to like your bank's page. This is a great way to increase your followers.



Take control and customize your News Feed.

-  Prioritize who to see first
-  Unfollow people to hide their posts
-  Reconnect with people you unfollowed
-  Manage Your Snooze Settings
-  Apps hidden from News Feed



TAG YOUR BANK/OTHERS CORRECTLY

- Tag your bank when you are posting about something bank related.
 - Type “@” before the name of who you are tagging and select proper page or profile for it to show up in your post’s caption.
- Tag businesses or others with you in your photos. This increases your visibility.
- “Check in” at your bank when appropriate.
- Use your bank’s hashtag
- Talk to your bank’s marketing department for their preferences



UPLOAD PHOTOS CORRECTLY

- Never post a screenshot without cropping correctly.
- When taking photos on an iPhone, just tap the screen to ensure it's focused.
- Photos are always best... people don't like to read a lot on FB. But make it a good photo!



ALWAYS THINK TWICE BEFORE YOU POST

- Read through it a couple of times to ensure you don't have grammatical errors!
- Have you tagged the right people and places?
- Avoid political or controversial content. Why alienate part of your customer base?
- Your social media is yours... but remember you represent the bank!



ETIQUETTE + TIPS

- Don't over post... people won't pay attention to your content.
- Pro Tip | Save your pictures for one big post per day or funnel them through Facebook Stories.
- Post at least 3x's per week to stay relevant and beat the algorithm.
- Engage with your friends, family, and customers! Like, comment, and share when appropriate.
- Friend realtors, centers of influence, and fellow bankers if you are ok with them seeing your personal content.

INSTAGRAM

INSTAGRAM FACTS

- Most Instagram users are between 18-29 years old.
- 26% of Instagram users make more than \$75,000 per year.
- There are approximately 800 million users on Instagram.
- 40 billion photos and videos have been shared on Instagram.
- 80% of accounts on Instagram follow a business account.
- 300 million users use the “stories” feature daily

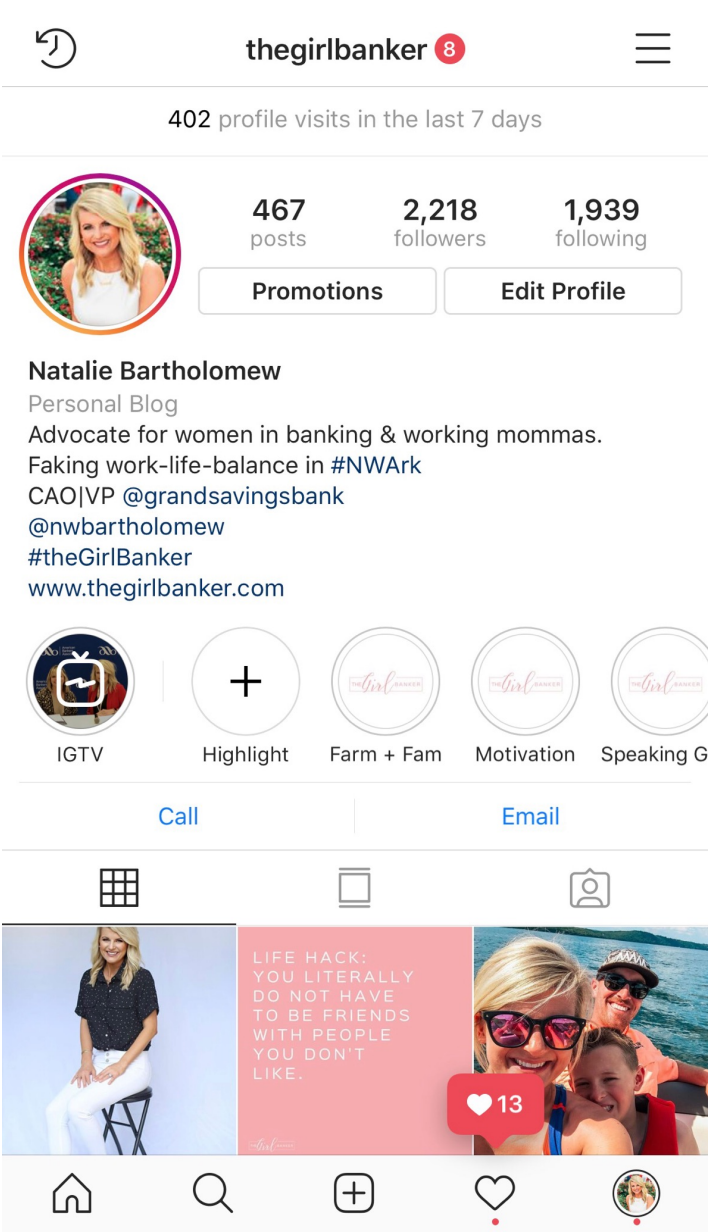


UNDERSTANDING INSTAGRAM

- The algorithm will screw you
 - “Instagram relies on machine learning based on your past behavior to create a unique feed for everyone. Even if you follow the exact same accounts as someone else, you’ll get a personalized feed based on how you interact with those accounts.” TechCrunch
- Pictures and good content are everything
- Instagram is quickly becoming an influencer world and a brand’s dream come true

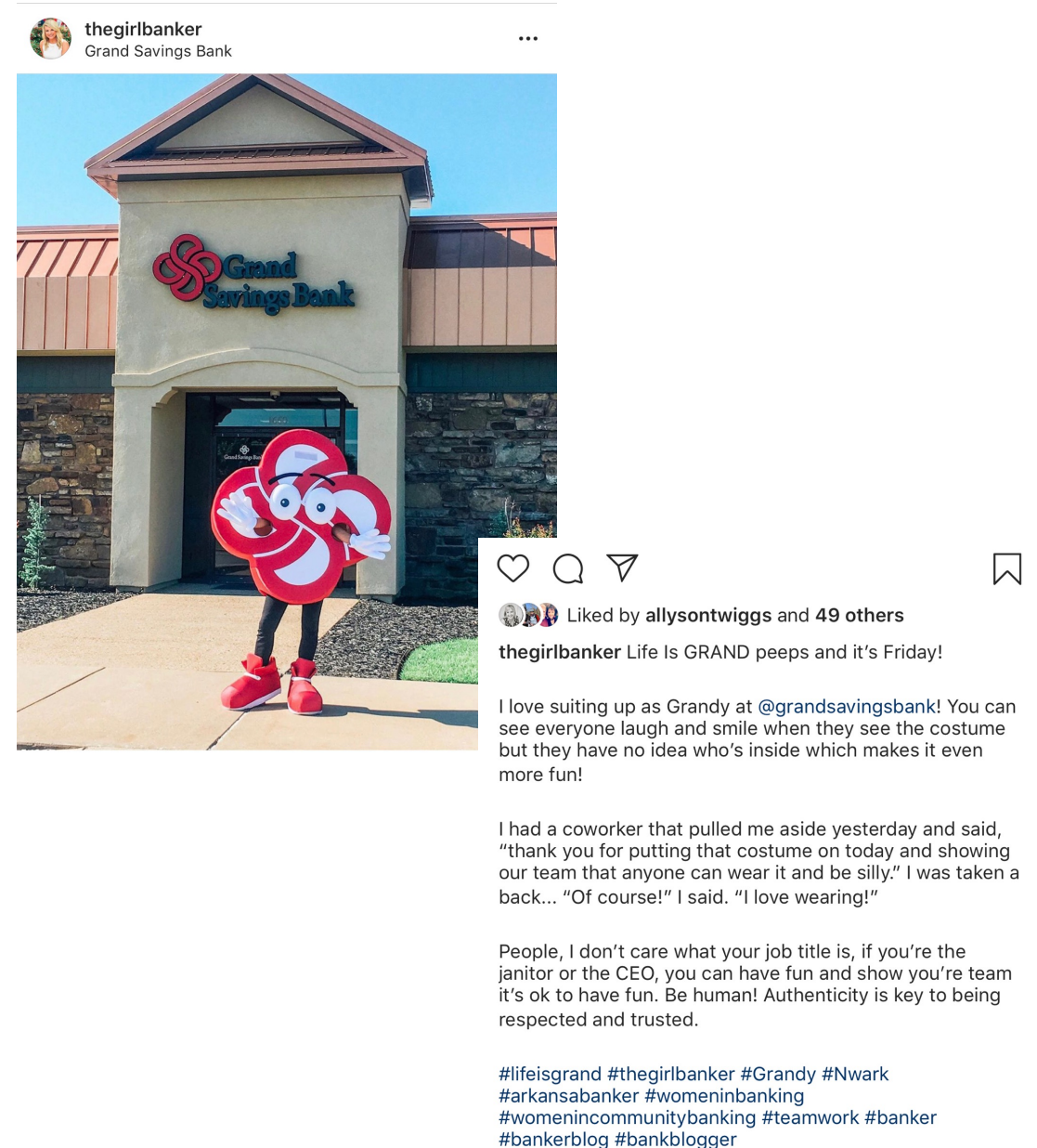
UPDATE YOUR PROFILE

- Username should be easy to find and professional
- Profile Picture should be of you.
 - Get new headshots from time to time.
 - Consider lifestyle photography.
 - Instagram profiles are small, be sure people can tell who you are.
- Profile Template:
 - Name
 - Quick line about who you are; make it creative!
 - Title, Tag your bank
 - Bank or personal hashtag
 - NMLS, bank website
- Pro Tip: use relevant emojis



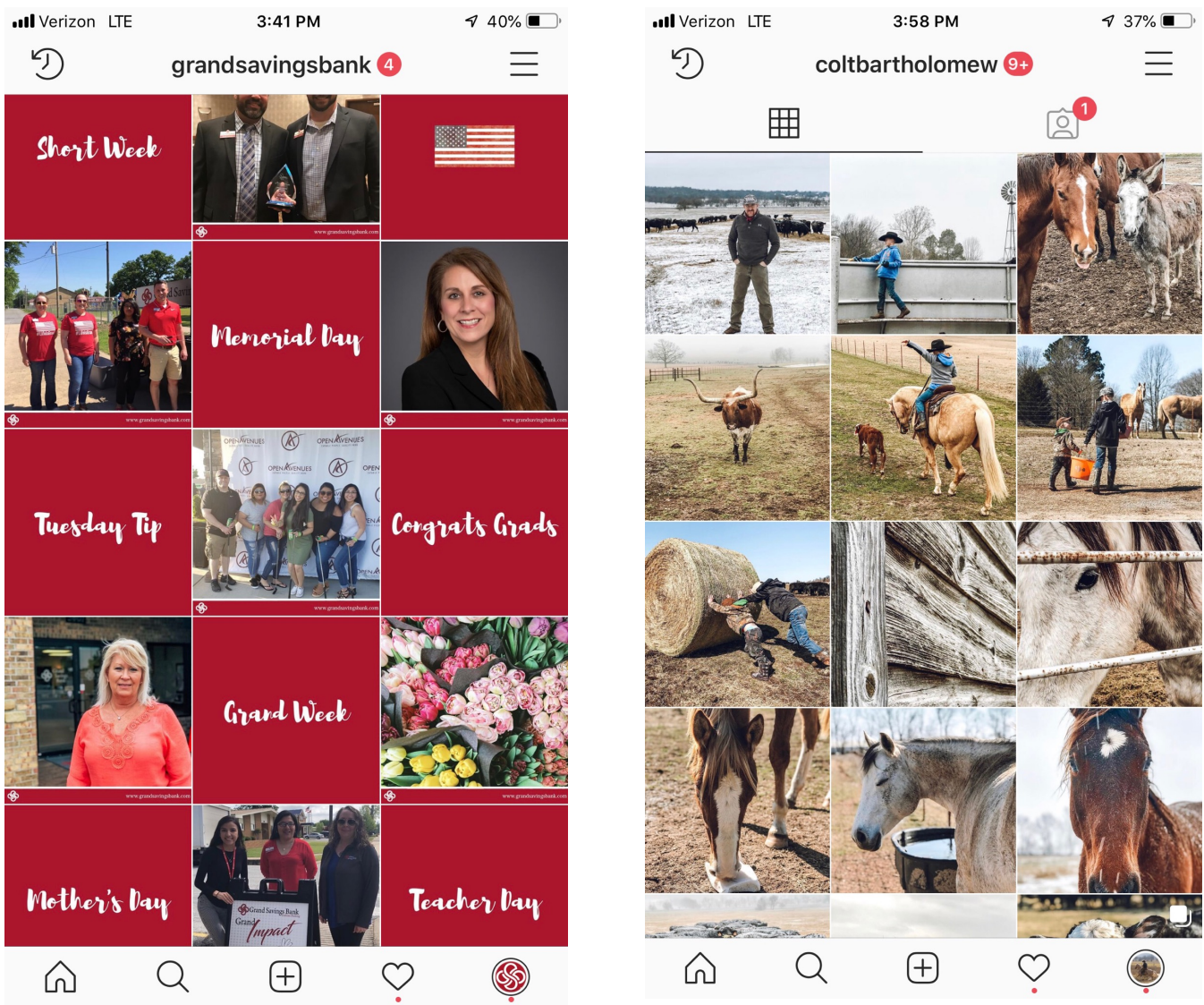
CONTENT IS KING

- Post photos that are centered, creative, and color corrected.
 - Instagram has several built-in filters
 - Don't over filter!
- Be authentic and show the real you.
- Don't plagiarize other users' content. If you "borrow" content, give them credit.
- Before posting, ask yourself, "is this something I would want to see?"
- Be creative with your captions!
- Don't forget hashtags!



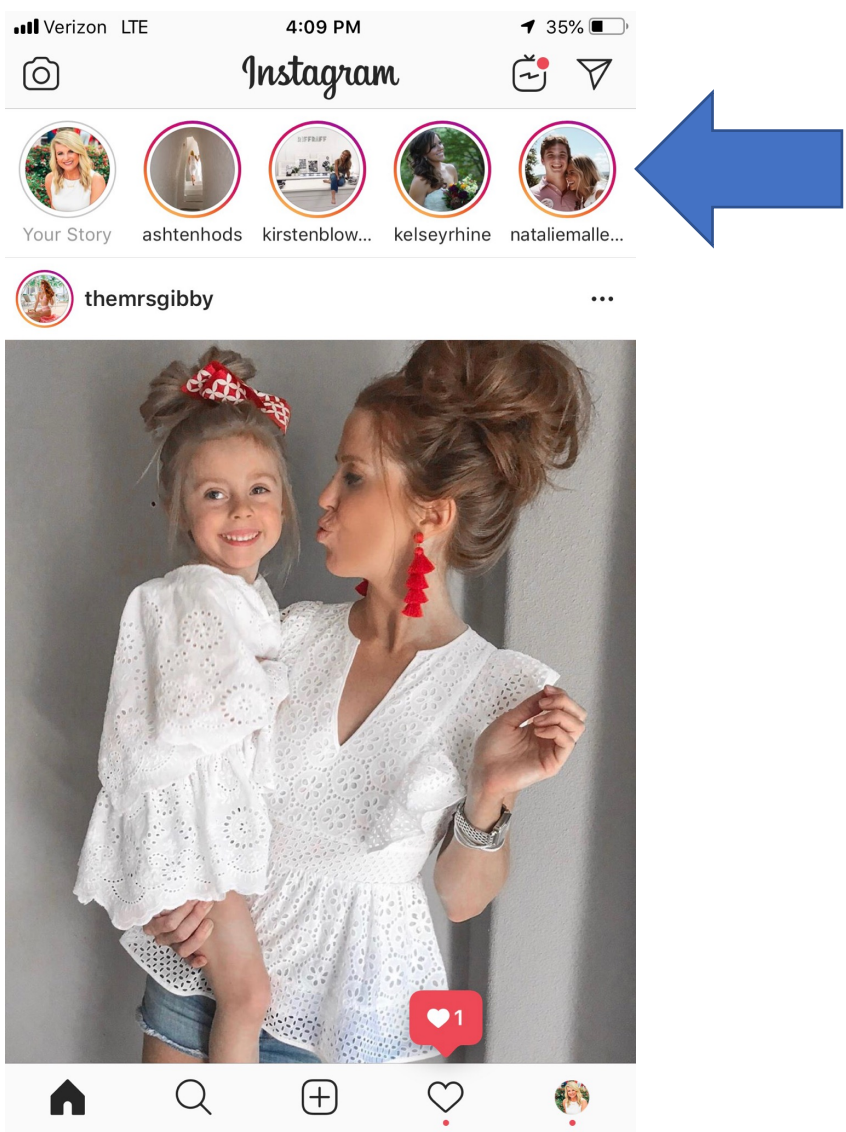
IT'S ALL ABOUT THE GRID

- Instagram is different in that it has both the “feed” and the “grid”.
- Be creative with your grid so that it’s eye catching when people check out your profile.
- Consider using the same filter on all of your photos so that your grid is aesthetically pleasing.



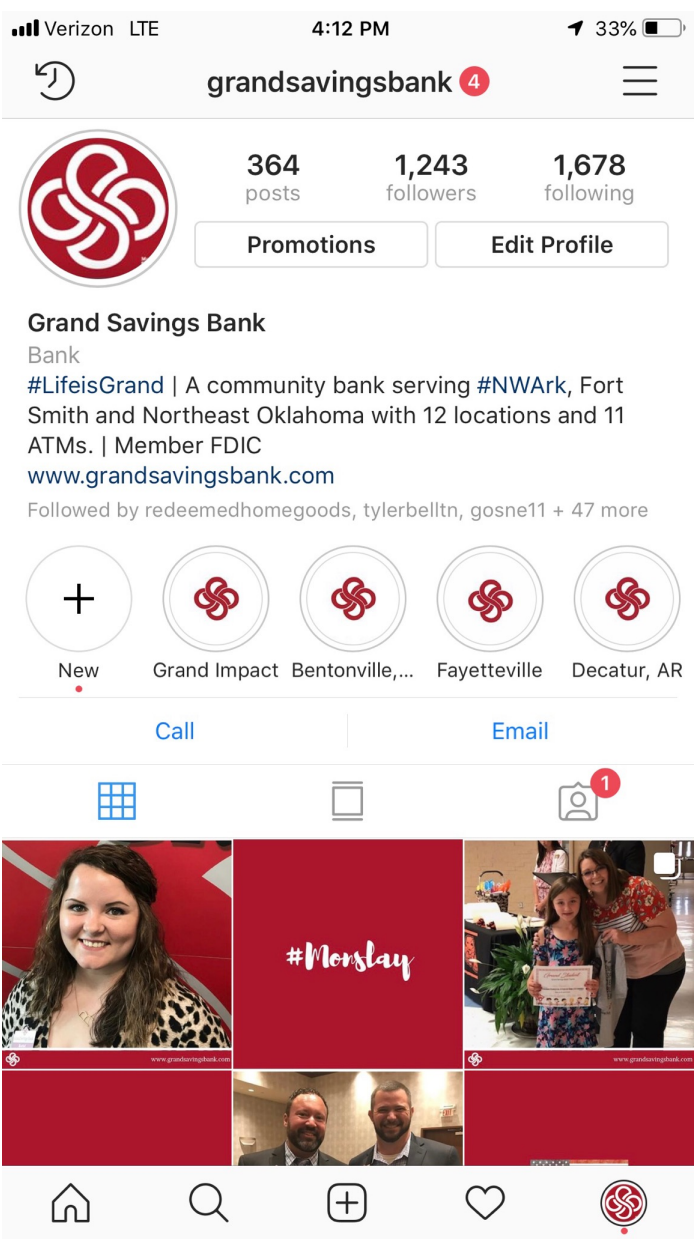
INSTAGRAM STORIES

- Instagram Stories were introduced as a way to compete with Snapchat
- It's a great tool to foster engagement and drive growth on your account
- Great place for all of the “random” content you have that may not fit on your grid
- In-story tools include:
 - Location, tags, gifs, emojis, questions, countdown, quizzes, music, polls
- Can only see stories of those you follow



HIGHLIGHTS

- Ability to brand your profile further
- Holds stories permanently
- Great way to reference people back to previously shared content
- A way to archive your favorite stories
- Can only hold 100 stories per highlight



FOLLOWERS

- Actual followers who engage with your content and watch your stories should be your focus. You're not Beyonce.
- Follow accounts that are relevant to your niche and goal. Engage with them and they should follow you back.
- It is your decision on whether to make your account private or open.
 - Private: only those who you approve will see your content
 - Open: everyone can see your content, hashtags function, people can share your content to their stories

ETIQUETTE + TIPS

- Don't over post... people won't pay attention to your content.
- Pro Tip | Save your pictures for one big post per day or funnel them through Instagram Stories.
- Attempt to post Instagram stories daily and at least 3x's per week to your feed.
- Engage with your friends, family, and customers! Like, comment, and share when appropriate.
- Share your bank's content to your story every time they post!
- Comment and like your bank's content every time they post!



TWITTER

TWITTER FACTS

- Launched in March 2006
- 330 Million monthly users
- 1.3 Billion accounts
- 80% users are mobile users
- Hashtag debuted in 2007
- 83% of the world's leaders are on Twitter
- A day's worth of tweets would be a 10 million page book

Source: Brandwatch.com



UPDATE YOUR PROFILE

- Username should be professional and easy to find.
- Profile Picture should be of you.
 - Get new headshots from time to time.
 - Consider lifestyle photography.
- Don't forget your background photo!
 - Could be your bank's branding
- Profile Template:
 - Quick line about who you are; make it creative!
 - Title, Tag your bank
 - Bank or personal hashtag
 - NMLS, bank website
- Pin a tweet to the top



TWITTER 101

- Tweets are one and done. The Twitter algorithm is chronological. If you post good tweets, post them again later to reach more people.
- Be creative in what you post.
- Don't get in a Twitter war! Think twice before you post.
- If you like a tweet, others can see that you liked it.
- Tag accounts to gain traction and use appropriate hashtags for search purposes.
- Tweets can be in the form of:
 - New Tweet
 - Retweet (RT)
 - Reply.
- Tweets with links and photos often perform best.

EXAMPLES



Jill Castilla  @JillCastilla · 3d

Love seeing @CitizensEdmond's Chelsea Bradshaw rocking @icba's 40 under 40!

spending sprees inspired by flash mobs.

“My favorite inspirational quote right now is by Michelle Obama: ‘The one way to get me to work my hardest was to doubt me.’ As for leadership idols, I follow Craig Groeschel as well as Bob Goff, but really my true idols are my sisters, who hold me to the highest standards.” —Chelsea Bradshaw

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EXAMPLES



Frank Sorrentino III @FrankSIII · 5d


Lessons for all here...



Technology Drives Deals Because No One Wants to Be the Next Blockbuste...
[wsj.com](https://www.wsj.com)





EXAMPLES





Steven Rodriguez @STEVERODG... · 6d


Replying to @GameOfThrones






 8


 115







Game Of Thrones Season 8 @Ga... · 6d


Replying to @GameOfThrones




3,331 views



 4

 99



FOLLOWERS

- Actual followers who engage with your content should be your focus.
- Who to follow as a community banker:
 - Other bankers
 - Banks
 - Banking Industry Professionals
 - News sources
 - Community specific organizations/non profits
 - Realtors, Centers of Influence in your community
 - Bank-Affiliated Organizations
- PRO TIP: Go follow people that other bankers follow!
- It is your decision on whether to make your account private or open.
 - Private: only those who you approve will see your content
 - Open: everyone can see your content, hashtags function

ETIQUETTE + TIPS

- Twitter isn't like the other platforms in that you can post often and people will actually like it!
- Pro Tip | Try interacting on Twitter during a sporting event, season finale of a popular show, or a conference. It's a fun way to interact with others, gain followers, and keep notes.
- Engagement is always important. If people give you a shout out, reply! Like other content as well.
- If your bank has a Twitter account, share their content daily.
- Post newsworthy articles about banking or your community to your feed.



LINKEDIN

LINKEDIN FACTS

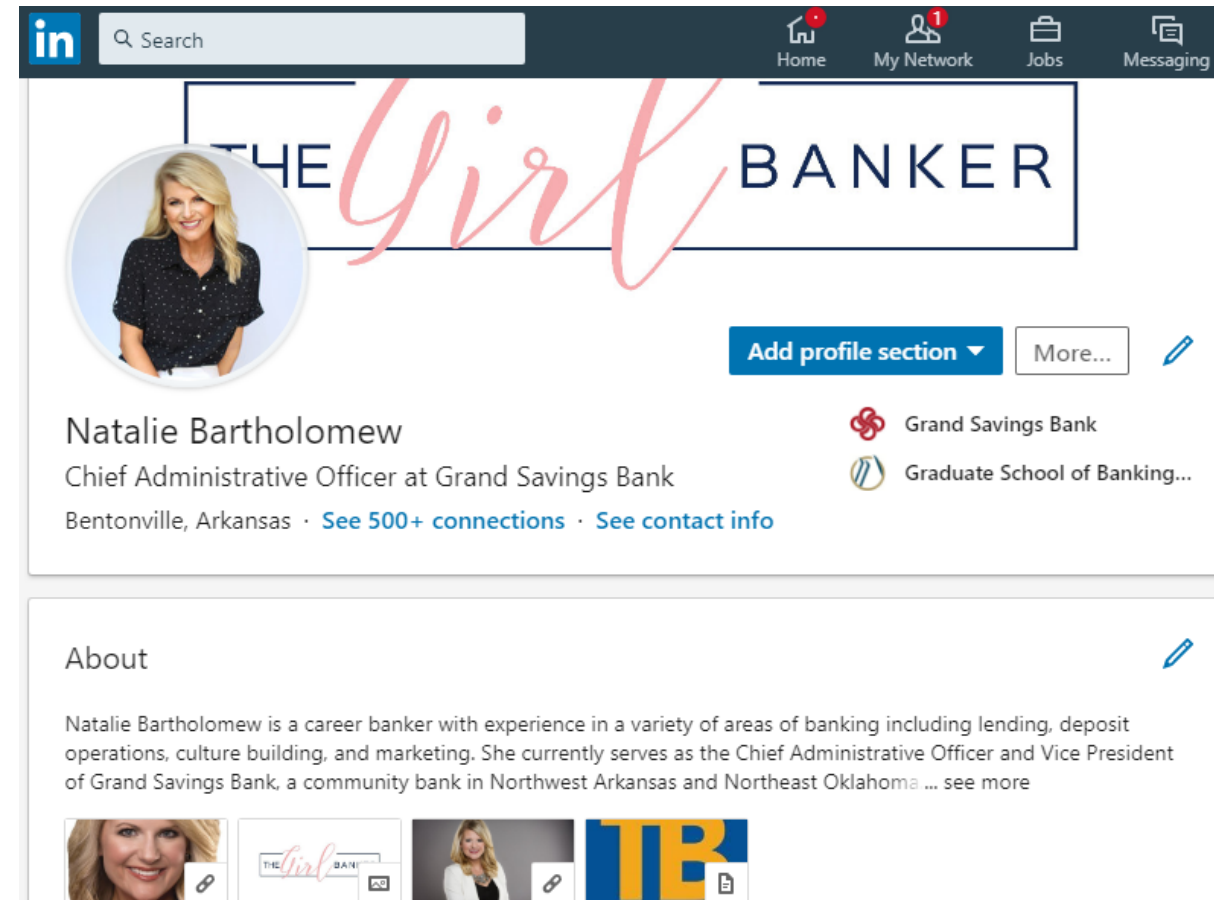
- 575 million users
- LinkedIn is 277% more effective in generating leads as a professional than any other social media platform.
- 45% of users are senior level
- 57% of LinkedIn users are male

Adscore.com



UNDERSTANDING LINKEDIN

- Think of this as your online resume that anyone in the world could see.
- Likely the best place for you to generate recruitment and business oriented leads
- Determine what privacy settings fit your needs and your bank's preferences
- Watch out for creepers and spammers!
- LinkedIn can be a place to explore article and blog writing
- Photo and video content perform the best on LinkedIn



UPDATE YOUR PROFILE

- Think of this as your online resume that anyone in the world could see.
- Likely the best place for you to generate recruitment and business oriented leads
- Profile Picture should be of you.
 - Get new headshots from time to time.
 - Consider lifestyle photography.
- Don't forget your background photo!
 - Could be your bank's branding
- Complete your profile completely as you would a resume
 - Update your employment history
 - Update your educational background
 - Include special awards, honors, community involvement
 - Tag appropriate accounts where applicable
 - Attach links to articles that mention you

FOLLOWERS

- LinkedIn isn't as follower based as most social platforms but you are ranked by your "popularity" or connections within the platform.
- Who to follow as a community banker:
 - People within your organization
 - Other bankers
 - Banking Industry Professionals (Everyone at GSBC!)
 - Community specific organizations/non profits
 - Realtors, Centers of Influence in your community
 - Bank-Affiliated Organizations
- Utilize the locator tool to connect to others at conferences and events.

ETIQUETTE + TIPS

- Post frequently
 - Remain in front of your following
 - Remain relevant in your industry
- Engagement is always important.
- Post newsworthy articles about banking or your community to your feed.
- Consider writing articles or sharing your blog content on LinkedIn.

SOCIAL MEDIA TOOLS

WHAT THE HECK ARE HASHTAGS?

- Definition | A word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages on a specific topic.
- Essentially a source to search headlines, topics, cultural phenomenon
- Work well in Twitter, Instagram, and now LinkedIn. Not so much for Facebook.
- Commonly misused and misunderstood

WHAT HASHTAGS TO USE

- Create your own hashtag to develop your brand.
 - #theGirlBanker
- Use the hashtag your bank uses.
 - #LifelsGrand
- Use relevant hashtags to what your post is about.
 - #womeninbanking #communitybanking #GSBC2019 #banklocal
- Use geographically correct hashtags to drive engagement.
 - #NWArk #NEOk #Arkansas #BoulderCO

WHERE TO PLACE THEM

- Instagram:
 - Place in the comments or after your caption.
- Twitter:
 - Utilize anywhere in the post.
- LinkedIn:
 - Place after your caption.
- Tips:
 - Hashtag utilization changes often. Stay up with trends!
 - Space them appropriately
 - Most platforms will help you use them



BUFFER?

- A third party resource to assist you in social media management.
- Available at different levels depending upon your social media management goals.
- Ability to manage multiple social media platforms
 - Scheduling
 - Assistance with spacing in Instagram
 - Analytics on post performance
 - Allows you to multitask
 - Can view posting que
 - Re-buffer well performing posts

CANVA?

- Online design resource for amateur and skilled designers
- Can create social media content, resumes, presentations, business cards, etc.
- Allows you to set your branding colors and fonts
- Subscriptions available dependent upon your needs
- Great for building your personal brand and for your bank!

THANK YOU!
QUESTIONS



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Natalie Bartholomew



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