



Filene Research Institute Social Media Advisory Programs

QUEsocial:

Doing social media right is challenging but critical for brands today. Taking a strategic approach to this work will position your credit union to strongly amplify its messages and effectively tap into powerful social media opportunities.

QUEsocial is the social media amplification tool that enables your employees to be your biggest advocates.

Why it works:

- Your employees ARE the credit union brand, and given the charge to act as brand ambassadors, they can activate their networks and your membership to be evangelists for your credit union
- QUEsocial gets your employees aligned on common strategic objectives and simplifies the amplification process for them by delivering relevant content to share on social media that will build their networks, strengthen their reputation as experts and connect their network's loyalty to the credit union
- Mixing in your original brand content for ambassadors to share from your corporate platforms rounds out this simple approach for maximum amplification
- Only requires 5-10 minutes of staff's time per day

What you get:

- Daily **content** tailored to your overall strategic objectives
- Social media **training**
- **Gamification, challenges and incentives** to promote expected behaviors
- **One-click social media sharing methods** pushed to you in real time via email, text message or through the QUEsocial platform.

Participation fee:

Number of Seats	Pricing / Month	Total Pricing (12 Month Period)
1-5 seats	\$189.00	\$2,268.00
6-10 seats	\$349.00	\$4,188.00
11-15 seats	\$499.00	\$5,988.00
16-20 seats	\$649.00	\$7,788.00
More than 20 seats	Price/month dependent on # of seats, but priced at \$27/seat/month beyond 20 seats	Dependent on # of seats

QUESTIONS?

Contact Holly Fearing at 608.213.5194 or e-mail hollyf@filene.org