



## **Filene Research Institute Social Media Advisory Programs**

### **Social Media Strategy Development: Small CU Collaboration**

*For groups of up to 4 small credit unions*

Seventy percent of households start their search for new financial institutions and additional financial services online, via search engines and social media. Having an effective social media presence is one of the main ways potential members will find out about your credit union. Small credit unions can have big presences on social media, and because many share similar challenges and opportunities with like-sized organizations, they can maximize available resources by working together and tapping into the credit union industry's collaborative nature to develop strategies, share best practices and find solutions together.

Filene will work with a collaborative group of 2-4 small credit unions looking to build and develop similar social media strategies and approaches for each credit union.

#### **What you get:**

- Research on current social media channels / social media best practices
- Hands-on, in-person social media training
- Analysis of competitor's social media presences
- Social media channel set-up (for brand and key individuals)
- Strategic decisions and objectives guidance
- Comprehensive social media strategic plan
- Brand ambassador strategic plan
- Social media content calendar and execution plan
- Social media campaign creative ideas
- Social media metrics development and scorecard measurement plan

Participation Fee Schedule:

<b>Social Media Strategy; Small CU Collaboration</b>	<b>Filene Members</b>	<b>Filene Non-Members</b>
2 credit unions	\$5,500 / each credit union	\$11,000 / each credit union
3 credit unions	\$4,000 / each credit union	\$8,000 / each credit union
4 credit unions	\$3,250 / each credit union	\$6,500 / each credit union

\*Fees do not include travel, which will be billed to Client at cost.

#### **QUESTIONS?**

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