

Target Audiences

Prime Loan Borrowing Years: Ages 20 to 45

- Provide information, specifically, to the loan services of BluCurrent.

Members

- People with an existing BluCurrent savings account.

Potential Members

- People who do not have an account with BluCurrent who qualify for membership.
- Provide information on the services BluCurrent offers to attract potential members.

Objectives

To support the strategic plan, the following objectives will guide the social media plan.

Objective 1: To support the increase in monthly website traffic by 6 percent by Dec. 31, 2012.

Objective 2: To support the increase in membership by 3 to 5 percent by Dec. 31, 2012.

Objective 3: To support the increase in the loan portfolio by 5 to 8 percent by Dec. 31, 2012.

Social Objectives

Objective 1: To increase overall online and social media following.

1.1: To increase Facebook engagement and following by 15 percent by Dec. 31, 2012.

1.2: To increase E-News clicks by 20 percent by Dec. 31, 2012.

1.3: To increase monthly absolute unique visitors by 6 percent by Dec. 31, 2012.

Objective 2: To be viewed as a knowledgeable source of information about the financial industry and specifically, credit unions.

- Evaluated with a pre-survey in January 2012 and a post-survey in November 2012 sent with each respective E-News edition.
- Evaluated with a single question survey using Facebook Questions on Facebook in January 2012 and December 2012.

Social Media Tactics

Facebook (primary)

- At least three informative posts per week.
- Outlet for all BluCurrent news (e.g. new hires, promotions, new rates, etc.)
- Blog posts will aggregate automatically through Networked Blogs

Blog (primary)

- WordPress
- Weekly Trivia with Prize – Hosted on blog. Publicized via Twitter, Facebook, website, E-News
 - Fun Finance Fact Friday? Finance Fact Friday? Fun Fact Friday
 - Prizes support local organizations/businesses

- Supports goal to become a knowledgeable source of information
- Trivia on first and third Friday of the month
- One post per week with video integration

Website (primary)

- Video
- Media Room
 - Basic design initiative – Pre 2012
 - Supportive content and development – Throughout year
- Design Updates
 - Existing tabs and sites – Pre 2012
 - New Life Stages tab

E-News (primary)

- Facebook, Blog, and website integration
- Sent the last Thursday of the month

Twitter (secondary)

- Same messages as Facebook
- Cross promote blog, website and Facebook
- Use website, E-News and lobby advertising to try to increase followers
- Secondary medium because target audiences are less likely to use Twitter than other social media outlets.

YouTube (secondary)

- Primary use is hosting videos for all other social media
- Maintain the channel
- Goal: Produce one video per week that aligns with the major blog post; for use on website.

Budget

\$5,000 allotted

- Weekly prize for trivia – local and supporting a local organization or business (e.g. Wingapalooza tickets, Chili Cookoff tickets, Arts Fest, Cider Days, Rock n Ribs, Spooktacular tickets, gift cards for local businesses) – prizes will occasionally be from the Joplin and Branson area to cater to our members there
 - Average \$15 per prize

Timeline

November – December 2011:

- Creation of blog
- Complete update of website
- Create media room for website

- Last E-News of 2011?

January 2012

- Jan. 6 – Trivia; Jan. 9 – Trivia Answer
- Jan. 20 – Trivia; Jan. 23 – Trivia Answer
- Jan. 26 – E-News
- Jan. 26 – Pre-Survey
- Jan. 26 – Facebook Questions pre-survey

February 2012:

- Feb. 3 – Trivia; Feb. 6 – Trivia Answer
- Feb. 17 – Trivia; Feb. 20 – Trivia Answer
- Feb. 23 – E-News

March 2012:

- March 2 – Trivia; March 5 – Trivia Answer
- March 16 – Trivia; March 19 – Trivia Answer
- March 29 – E-News

April 2012:

- April 6 – Trivia; April 9 – Trivia Answer
- April 20 – Trivia; April 23 – Trivia Answer
- April 26 – E-News

May 2012:

- May 4 – Trivia; May 7 – Trivia Answer
- May 18 – Trivia; May 21 – Trivia Answer
- May 31 – E-News

June 2012:

- June 1 – Trivia; June 4 – Trivia Answer
- June 15 – Trivia; June 18 – Trivia Answer
- June 28 – E-News

July 2012:

- July 6 – Trivia; July 9 – Trivia Answer
- July 20 – Trivia; July 23 – Trivia Answer
- July 26 – E-News

August 2012:

- Aug. 3 – Trivia; Aug. 6 – Trivia Answer
- Aug. 17 – Trivia; Aug. 20 – Trivia Answer
- Aug. 30 – E-News

September 2012:

- Sept. 7 – Trivia; Sept. 10 – Trivia Answer
- Sept. 21 – Trivia; Sept. 24 – Trivia Answer
- Sept. 27 – E-News

October 2012:

- Oct. 5 – Trivia; Oct. 8 – Trivia Answer
- Oct. 18 – International Credit Union Day: Contest via blog or website. Pushed out through Facebook and Twitter.
- Oct. 19 – Trivia; Oct. 22 – Trivia Answer
- Oct. 25 – E-News

November 2012:

- Nov. 2 – Trivia; Nov. 5 – Trivia Answer
- Nov. 16 – Trivia; Nov. 19 – Trivia Answer
- Nov. 29 – E-News
- Nov. 29 – Post-Survey

December 2012:

- Dec. 3 – Facebook Questions post-survey
- Dec. 7 – Trivia; Dec. 10 – Trivia Answer
- Dec. 21 – Trivia; Dec. 24 – Trivia Answer
- Dec. 27 – E-News

Topics of Focus for All Social Media

BluCurrent banking services such as savings, checking, investments, credit cards, etc. will be promoted throughout the year.

Jan. 2012 to March 2012 – Loans, specifically vehicle loans

April 2012 to June 2012 – Home Loans

July 2012 to Sept. 2012 – Business Loans, Credit Cards

Oct. 2012 to Dec. 2012 – Refinancing, Skip a Pay

Monitoring

- Google Alerts
 - BluCurrent Credit Union
 - BlueCurrent Credit Union
 - Credit Union
 - Springfield MO Credit Union
- Monthly social media tracker update (Excel spreadsheet) will include:
 - Facebook
 - Twitter
 - E-News clicks
 - Website numbers – Google Analytics

