UTILIZING SOCIAL MEDIA TO BUILD YOUR BANK’S BRAND

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Citizens Bank of Edmond

@CITIZENSEDMOND | #WomenInBanking
After 45 minutes…
What's a Thought Influencer?
@auscalum

YOOOOOOOOOOOO

ellen Ellen DeGeneres @TheEllenShow

#AlexFromTargetAtTargetWithEllen

RETWEETS 17,748  FAVORITES 40,524

12:59 AM - 5 Nov 2014
BYOB
BUILD YOUR OWN BANK
Help us build a better bank and let us know what you want.
SUBMIT AN IDEA
Social media is a key conductor in developing microcosm of topic-specific followers, influencers and thought leaders.
INTERNET OF THINGS
Not Just for Young People Anymore

Social networking site use by age group, 2005-2013

% of internet users in each age group who use social networking sites, over time

Source: Latest data from Pew Research Center’s Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/-1.6 percentage points.

Social Networking on Mobile Phones

% of cell phone owners who use a social networking site on their phone

<table>
<thead>
<tr>
<th>Age group</th>
<th>% of cell phone owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>40%</td>
</tr>
<tr>
<td>18-29</td>
<td>67%</td>
</tr>
<tr>
<td>30-49</td>
<td>67%</td>
</tr>
<tr>
<td>50-64</td>
<td>63%</td>
</tr>
<tr>
<td>65+</td>
<td>5%</td>
</tr>
</tbody>
</table>

Race/ethnicity

<table>
<thead>
<tr>
<th>Race</th>
<th>% of cell phone owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, Non-Hispanic</td>
<td>36%</td>
</tr>
<tr>
<td>Black, Non-Hispanic</td>
<td>48%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>49%</td>
</tr>
</tbody>
</table>

Annual household income

<table>
<thead>
<tr>
<th>Income level</th>
<th>% of cell phone owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $30,000/yr</td>
<td>38%</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>40%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>48%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>45%</td>
</tr>
</tbody>
</table>

Education level

<table>
<thead>
<tr>
<th>Education level</th>
<th>% of cell phone owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>No high school diploma</td>
<td>33%</td>
</tr>
<tr>
<td>High school grad</td>
<td>37%</td>
</tr>
<tr>
<td>Some college</td>
<td>42%</td>
</tr>
<tr>
<td>College</td>
<td>45%</td>
</tr>
</tbody>
</table>

Sources: Pew Internet Survey, March 15 – April 2, 2012. N=2,754 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/-3 percentage points for results based on cell phone owners.

Notes: Percentages marked with a superscript letter (e.g., ’a’) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).
Social Media Age Distribution
Share of US Population (%)
Date Source: Pew Research Center

Rather than share personal stories, millennials prefer to use Facebook to share 3rd party content.

Social Seniors Flock to Facebook
% of U.S. online adults who use social networks, by age group*

- 18-29
- 30-49
- 50-64
- 65+

Seniors, who are weary of privacy issues, use Facebook to connect with loved ones and like-minded people.

* September 2014
Source: Pew Research Center
Twitter and Politics

100%  100 of 100 US Senate Members

98%  430 of 441 US House Members and Delegates

100%  50 of 50 State Governors
Why me?

1. Community Bankers are Community Builders

2. Community Bankers are Community Leaders

3. If you don’t do it, someone else will
Where’s the ROI?

- Return on Influence
- Brand awareness
- 1 to 1 real-time access to other influencers & customers
- Social SEO
- Having a virtual presence
TRAITS OF AN INFLUENCER

1. Integrity
2. Outside the Box
3. Risk taker
4. Consistent voice
5. The inside scoop behind-the-scenes
Trait #6
Where can I be an influencer?
Answer: Everywhere and anywhere!
Reality: Where your target audience is
OPTIMIZED TWITTER PROFILE

- Relevant header image
- Recognizable & professional profile pic
- Memorable Twitter handle
- SEO-based bio w/personal flair
- Website with more info
Everywhere Else…
Who to Follow

• Local businesses, associations
• Financial regulators
• Community banks/bankers
• Banking reporters
• Local/National government officials
Twitter Flossing: 10 Minutes a Day

Follow interesting people
Tweet out industry news
Engage with others (RT, @)
Use throughout day as things happen
Community bankers are on the cusp of the next big wave of local movements.
5 To-Dos After This Session

- Watch *PBS Frontline’s “Generation Like”*
- Create or update your Twitter and LinkedIn profiles
- Write a LinkedIn article for Pulse on your story of being a community banker
- Follow 10 people you find interesting
- Tweet or post about this session!
Quick Word on Content: Visual is King

One of the most creative marketing/social media campaigns that I've seen in
@DowntownEdmond! #rememberthesocks

5:26 PM - 9 Sep 2015
Connect

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