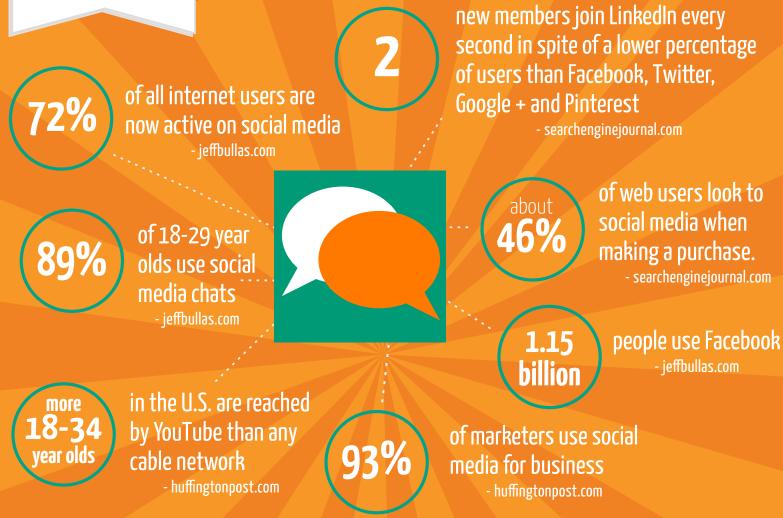


Why are Social Media Chats important for your credit union? CHATTERYAK.COM/SMCHATS



What will you get when you sign up for Chatter Yak! Social Media Chats?

- Regular access to our social media experts
- 4 one-hour webinars/month (2 topics/month each covered twice. See reverse side for potential topics.)
- Webinars include 30 minutes for consultation and 30 minutes for Q&A
- Webinars are recorded and made available to all with the service

- · 52 webinars available each year
- Content driven by participants prior to, during, and after webinars
- Additional online training as needed
- Low annual cost of \$25/month or \$300 annually for CU*Answers credit unions* (non-CU*Answers CUs: \$100/month or \$1,200/year)

*Minimum 2-year contract commitment



Social Media Chats

CHATTERYAK.COM/SMCHATS

What will we cover? 🔼

Understanding the Why (Why should your CU be using SM?)

It's Social Media, Let's Be Social! (2-Way Street vs. 1-Way)

Online Personas: What works, what doesn't?

Which Platform is Right for My CU?

Know Your Approach: How to effectively manage multiple platforms

"Find us on Facebook!" Telling Members You're on Social Media

Social Media Plans

Social Media Policies

SM Training: Who Needs It?

How to Handle Negativity, Haters, & Trolls

SM Administrators: How to Choose the Right Person for the Job

Scheduling & Automation

Rules: They're meant to be followed

Why Every Business Needs a Social Media Command Center

Understanding Algorithms

Twitter Tips & Tricks

Building a Facebook Fan Base

Facebook Post Frequency: What works best?

Facebook Page Basics – How to Get Started Content Curation **Analytics – Measuring Your Success**

Understanding FB Page Insights

Embedding Tweets Within Tweets (Embedded FB Posts)

How to Create a Successful Social Media Campaign

Contests: Why should CUs use them?

Contests: What's legal, what's not?

Contests: How to Prove ROI

Generating Leads and the Follow-Through

To Blog or Not to Blog?

Top 5 Ways to Drive Engagement

Social Media Who's Who and Why to Follow Them

What to Know about Photos and Artwork on Facebook (Profile Photos, Cover Photos, FB Ads – 20% Text Rule, etc.)

Compliance Corner

Promoted Posts

Facebook Ads

Top 5 Visual Tips from the Pros

Social Media Strategy: What is it and where can I get one?

And so much more...