



**CHATTER YAK!**

# Why are Social Media Chats important for your credit union?

[CHATTERYAK.COM/SMCHATS](http://CHATTERYAK.COM/SMCHATS)

**2**

new members join LinkedIn every second in spite of a lower percentage of users than Facebook, Twitter, Google + and Pinterest

- searchenginejournal.com

**72%**

of all internet users are now active on social media

- jeffbullas.com

**89%**

of 18-29 year olds use social media chats

- jeffbullas.com



about **46%**

of web users look to social media when making a purchase.

- searchenginejournal.com

**1.15 billion**

people use Facebook

- jeffbullas.com

more **18-34 year olds**

in the U.S. are reached by YouTube than any cable network

- huffingtonpost.com

**93%**

of marketers use social media for business

- huffingtonpost.com

## 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



P: 920.236.7056 F: 920.230.6734



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# Social Media Chats

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## 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...



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