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Truliant FCU Launches Social Media Strategy

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By *Marc Rapport*

Today, Truliant Federal Credit Union becomes the latest credit union to join the online conversation.

The over \$1.2 billion credit union's social media strategy revolves around its blog (blog.truliantfcu.org), which is designed to serve as a resource where members can learn everything from financial tips and the latest Truliant news, to fellow member financial success stories. The blog features expert content from several departments such as deposit services, consumer/real estate lending, e-services, and community services.

According to Truliant Marketing Communications Supervisor Ryan Shell, blog topics will provide content and further the online conversations on Facebook and Twitter.

To kick off its social media initiative the Winston-Salem, North Carolina-based credit union is giving members 1,000 reasons to become a fan. Members and locals who become a fan of its Facebook page (www.facebook.com/truliantfcu) are automatically entered in a drawing for a chance to win \$1,000.

One lucky fan will be randomly selected on Feb. 15.

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