



Truliant FCU Plunges Into Social Media as Means of Member Service

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By *Myriam DiGiovanni*

Truliant Federal Credit Union is getting in on the online conversation.

"This has been a long time coming for Truliant," said Truliant Marketing Communications Supervisor Ryan Shell. "Building awareness is the No. 1 driving force behind this social media initiative. Of course, there is a member service aspect as well but we see this as an extension of our communications channel."

After months of research, the \$1.2 billion credit union has developed a social media strategy that revolves around its blog (blog.truliantfcu.org). Shell views it as the credit union's social media resource hub where members can learn everything from financial tips and the latest Truliant news to fellow members' financial success stories. Posts feature expert content written by staffers from departments such as deposit services, consumer/real estate lending, e-services and community services. When applicable, blog topics will help provide content and further the online conversations on Facebook (www.facebook.com/truliantfcu) and Twitter (www.twitter.com/truliant).

"After reading some of the initial posts that have been put together, I think consumers will appreciate the insight that this team will share on the blog," said Shell. "It's important that the posts feature helpful consumer information—not a sales pitch of our latest products. People are hit with ads all day, so if a link to our blog is going to be an update to our fans' Facebook home page then it has to offer something that is going to help improve their lives."

The credit union already has three weeks worth of blog posts ready to go. Shell said that strategy has gone a long way helping writers become more confident in developing their voices.

"On our intranet we have an area where employees post these amazing stories of how they've helped members save money," said Shell. "And I'd read these cases where one of our front line staff helped someone save \$90,000 or helped a member cut their expenses by \$400 a month and now with our blog we have a great opportunity to share some real success stories."

To kick off its social media initiative the Winston-Salem, N.C.-based credit union is giving members 1,000 reasons to become a fan. Members and locals who become a fan of its Facebook page 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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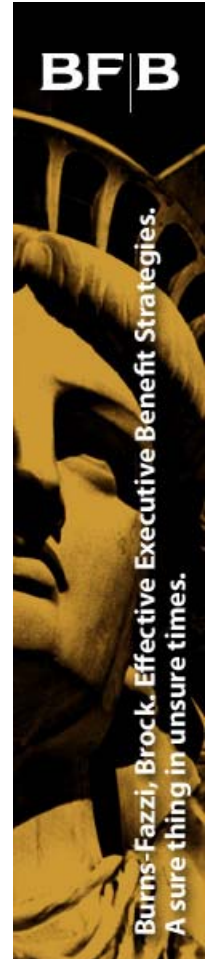
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