



# Social Media

## Increase Your Presence With Social Media

Membership Marketing Support Services knows that you're busy providing your members with great service and that you may not have time in your busy day for social media marketing. Yet, you know the importance of connecting on social media outlets. MMSS has the tools to help.



## Facebook, Twitter and LinkedIn

Utilizing social media is an additional way to branch out, establish your brand, and achieve your marketing goals. Through social media, you can interact with your members, not merely feed them information. Interaction leads to increased action.

On Facebook, your members are able to "like" your posting. Every time you post a comment about a promotion, financial tip or a community event, your fans view it in their "feed."

Twitter lets you post tweets up to 140 characters. Your followers can retweet or reply therefore expanding the reach of your initial tweet, spreading your brand.

LinkedIn allows your credit union to connect with professionals on this business-oriented site. You could also post job openings here or exchange ideas and knowledge with your peers.

## Express

\$300.00 per month - Content from Newsletter/promotion/website

- 4 posts per month per media outlet (Facebook and Twitter)

## Professional

\$600.00 per month - Content from Newsletter/promotion/website

- 4 posts per month per media outlet (Facebook, Twitter, LinkedIn)
- Monitor and reply to posts  
(Verbiage of replies to be standardized for use by MMSS, directing users to proper personnel at the CU)
- Optimization of pages for search engines
- Creation of new banner graphic monthly
- Management of boost post ad budget
- Integration of custom tabs to Facebook page to increase conversions
- Creation and optimization of profiles in over 50+ local directories
- Monthly report on analytics

### Additional Services:

\$250.00 set-up fee may apply if accounts are not already present

\$100.00 charge for 1-time creation and posting of new banner graphic

*Content development charge may apply if MMSS is not using integrated content from Newsletters/promotions/website that is developed at MMSS.*

**MMSS can help you make it easy. To learn more call us at: 800-243-0171.**