AMERICA’S BANKS

Social media provides banks with an excellent opportunity to highlight the remarkable contributions they make to communities all across the country. The America’s Banks campaign gives bankers the chance to advocate for the industry and reach current and potential bank customers. This social media guide, provided by the American Bankers Association, includes instructions, tips, sample posts and graphics for Facebook, Instagram, LinkedIn and Twitter to help promote America’s Banks.

There are several purposes for this guide:

1. To provide an easy-to-read how-to reference guide on how a bank can use various channels of social media to get out a positive message about their bank and their important role in their community.

2. Provide suggested positive message themes (security, growing economy, jobs, loans, etc.) that a bank can use broadly or make unique to their own activities.

3. Emphasize that by making a bank’s message a part of the #AmericasBanks campaign, that message can be exponentially and rapidly directed outward in an ever-expanding circle to an ever-expanding audience. Thus allowing us in a very dynamic way to help each bank, each other and our industry to “get the word out.”
QUICK START GUIDE

Before you get started, keep these rules in mind:

• Use the campaign hashtag in your posts: #AmericasBanks

• Link to the special website: aba.com/AmericasBanks

• Embed or link to the campaign video: https://youtu.be/sOZoKLqnrQk

• Access the campaign graphics by clicking on each throughout the guide. Follow the link and right click to save.

• Feel free to retweet/share posts from ABA channels: Facebook, Instagram, LinkedIn or Twitter.
FACEBOOK

HOW-TO

Facebook is a great platform for reaching your customers and we hope you’ll use it to share the industry-positive posts on page 5. Here’s how to do that in just a few easy steps:

• At the top of your bank’s Facebook Page you’ll see a text box that reads “Write something...” Simply copy and paste any of the sample posts into that text box or edit/create your own post highlighting your bank’s local impact.

• Make sure to include the hashtag #AmericasBanks. When the hashtag has successfully been tagged, it should appear highlighted in blue.

• Include the links in the sample posts, or any necessary links if you are sharing your own post. When you first copy and paste a link into the text box, a link preview with an image, headline, and description may auto-populate. You can get rid of this link preview, in order to upload a graphic, by clicking the “x” on the upper right hand corner of the link preview.

• You can include a graphic or video by selecting the “photo/video” icon below your text, on the left. Remember, graphics and videos help increase engagement.

• Once you’ve completed these steps, click the blue “Publish” button and you’re all set.
SAMPLE POSTS

Together, banks are helping America thrive—delivering #jobs, growth, safety and convenience. Watch below to learn more about #AmericasBanks. [Upload Video A or B]


Through $10.2 trillion in loans, #AmericasBanks are helping create jobs and economic growth — locally, nationally and globally. Learn more: http://bit.ly/2EX4v6Q [Upload Graphic A]

Did you know #AmericasBanks provide $356.9 billion in small business loans? Learn more about how banks help build thriving communities: http://bit.ly/2EX4v6Q [Upload Graphic A or B]


How do #AmericasBanks give back? Find out here http://bit.ly/2EX4v6Q [Upload Graphic C or D]

#AmericasBanks help people reach their financial goals. Learn more here: http://bit.ly/2EX4v6Q [Upload Graphic G]


Our state contributes [insert state data] in volunteer hours to our community annually. Learn how #AmericasBanks are helping their communities thrive: http://bit.ly/2EX4v6Q [Upload Graphic G]
How are America’s Banks Fueling the Economy State by State?

aba.com/AmericasBanks
AMERICA'S BANKS
HELPING PEOPLE & PLACES GROW

aba.com/AmericasBanks

WASHINGTON
$5.3 billion
small business loans

OHI0
65,000+
employees

TEXAS
27.8 million
customers served

MASSACHUSETTS
$28.3 billion
in new home loans
LINKEDIN

HOW-TO
LinkedIn is a great platform to network with your business-to-business customers or potential employees. Use LinkedIn to share interesting facts and updates about America’s Banks — here’s how:

• At the top of your company page, click the text box that says “Share an article, photo, video or idea” and copy and paste a proposed post from page 9 into that text box.

• You can include a graphic or video with your post by clicking the “Images” or “video” icon located on the upper right corner of the text box, or once the link preview populates.

• After you have constructed your post, decide who you want to see it by clicking “Post Settings.” You have the option to share your posts publicly (with all your followers) or with a targeted segment of your followers.

• Now that you’ve set up your post, click the blue “Post” button and you’re all set!

You may use hashtags on LinkedIn, but they are not necessary.
LinkedIn should be the most professional of your social media platforms and is great for reaching B2B customers and potential employees!
Together, banks are helping America thrive – delivering jobs, growth, safety, and convenience. Watch below to learn more about #AmericasBanks. [Upload Video A or B]


America’s banks made $187.2 billion in agricultural loans in 2018, growing jobs and the economy. Learn more here: http://bit.ly/2F0OkWg [Upload Graphic A]

Through $10.2 trillion in loans, America’s banks are helping create jobs and economic growth – locally, nationally, and globally. Learn more: http://bit.ly/2F0OkWg [Upload Graphic A]

Did you know America’s banks provide $356.9 billion in small business loans? Learn more about how banks help build thriving communities: http://bit.ly/2F0OkWg [Upload Graphic A or B]

In 2018, banks contributed $3.4 billion in community donations. Learn how America’s banks help their communities thrive: http://bit.ly/2F0OkWg [Upload Graphic D]

Technology is changing banking. Discover how America’s banks are delivering safety and convenience: http://bit.ly/2F0OkWg [Upload Graphic E or F]

How do America’s banks give back? Find out here: http://bit.ly/2F0OkWg [Upload Graphic C or D]

America’s banks help people reach their financial goals. Learn more here: http://bit.ly/2F0OkWg [Upload Graphic G]

America’s banks in [insert your state name] provide $[insert state data] in small business loans. Learn more here: http://bit.ly/2F0OkWg [Upload Graphic G]

Our state contributes [insert state data] in volunteer hours to our community annually. Learn how #AmericasBanks are helping their communities thrive: http://bit.ly/2F0OkWg [Upload Graphic G]
How are America’s Banks Fueling the Economy State by State?

aba.com/AmericasBanks
VIDEOS

VIDEO A

America's Banks
Helping People & Places Grow

aba.com/AmericasBanks

VIDEO B

WASHINGTON
$5.3 billion
small business loans

OHIO
65,000+
employees

TEXAS
27.8 million
customers served

MASSACHUSETTS
$28.3 billion
in new home loans
TWITTER

HOW-TO
Use Twitter to share industry-positive messages in 280 characters or less – here’s how:

• At the top of your Twitter feed, you’ll see a text box that reads “What’s happening?” Copy and paste any of the proposed posts on page 13 into that box.

• Make sure you include the hashtag #AmericasBanks. When the hashtag has successfully been tagged, the text should appear in blue.

• Include the links in the sample posts, or any necessary links if you are sharing your own post.

• You can include a graphic or video by selecting the left-most icon or a GIF by selecting the “GIF” icon. Remember, graphics help increase engagement on your posts.

• Once you’ve completed these steps, click the ‘Tweet’ button and you’re all set.

Be mindful of the 280 character limit.
Tag @ABABankers when possible for greater exposure!
SAMPLE POSTS

Together banks are helping America thrive – delivering jobs, growth, safety, and convenience. Watch below to learn more about #AmericasBanks. [Upload Video A or B]

#AmericasBanks help build thriving communities. Learn how here: http://bit.ly/2F0OkWg [Upload Graphic C or D]

#AmericasBanks made $187.2 billion in agricultural loans in 2018, growing jobs and the economy. Learn more here: http://bit.ly/2F0OkWg [Upload Graphic A]

Through $10.2 trillion in loans, #AmericasBanks are helping create jobs and economic growth — locally, nationally, and globally. Learn more: http://bit.ly/2F0OkWg [Upload Graphic B]

Did you know #AmericasBanks provide $356.9 billion in small business loans? Learn more about how banks help build thriving communities: http://bit.ly/2F0OkWg [Upload Graphic A or B]

#AmericasBanks give back to their communities in powerful ways. Learn how: http://bit.ly/2F0OkWg [Upload Graphic C or D]

Technology is changing banking. Discover how #AmericasBanks are delivering safety and convenience: http://bit.ly/2F0OkWg [Upload Graphic E or F]

In 2018, banks contributed $3.4 billion in community donations. Learn how #AmericasBanks are giving back and helping their communities thrive: http://bit.ly/2F0OkWg [Upload Graphic D]

#AmericasBanks help people reach their financial goals. Learn more here: http://bit.ly/2F0OkWg [Upload Graphic G]

#AmericasBanks in [insert your state name] provide $[insert state data] in small business loans. Learn more here: http://bit.ly/2F0OkWg [Upload Graphic G]

Our state contributes [insert state data] in volunteer hours to our community annually. Learn how #AmericasBanks are helping their communities thrive: http://bit.ly/2F0OkWg [Upload Graphic G]
How are America’s Banks Fueling the Economy State by State?
Instagram is a fun, graphics-focused platform and another great way to reach your customers. Here’s how to use it:

• Start by downloading the app if you haven’t already done so and log into your bank’s account. You can only post photos/videos using the app; Instagram does not allow photo sharing from its mobile site/desktop.

• Next, identify the photo or video you would like to share – whether it’s one of your bank’s own images or one of the graphics provided on page 18. You will need to save these images or videos to your mobile device in order to post.

• Open the app and select the boxed plus sign icon in the middle of the bar along the bottom of your screen. This will direct you to the stored photos and videos on your mobile device.

• Pick the photo or video you’d like to share and click next in the upper right hand corner.

• Now, you can edit the graphic. Select a filter to change the appearance of the photo or edit the photo manually. It’s recommended not using a filter with the ABA-provided graphics. Once you’re finished, click next in the upper right hand corner.

• Copy and paste any of the sample posts on page 17 where it says ‘Write a caption…’. You can tag people, include the hashtag #AmericasBanks or add a location to your post. Once done, click share.

Just like Facebook, Instagram doesn’t support GIFs — use the MP4 animations only.
Be sure to include #AmericasBanks and tag @ABABankers!
SAMPLE POSTS

Together, banks of all sizes are helping America thrive—delivering jobs, growth, safety and convenience. Learn more at [aba.com/AmericasBanks](https://aba.com/AmericasBanks) #AmericasBanks  [Upload Video B]

Banks of all sizes are helping their customers and communities thrive. Learn more at [aba.com/AmericasBanks](https://aba.com/AmericasBanks) #AmericasBanks  [Upload Video A]

#AmericasBanks help build thriving communities by providing loans to #farms & #ranches. Learn more at [aba.com/AmericasBanks](https://aba.com/AmericasBanks).  [Upload Graphic A]

#AmericasBanks help build thriving communities. Learn how at [aba.com/AmericasBanks](https://aba.com/AmericasBanks).  [Upload Graphic A]

#AmericasBanks give back to their communities in numerous ways! Learn how at [aba.com/AmericasBanks](https://aba.com/AmericasBanks).  [Upload Graphic B]

#AmericasBanks are helping communities across our nation thrive. Learn more at [aba.com/AmericasBanks](https://aba.com/AmericasBanks).  [Upload Video A]

#AmericasBanks are making transactions safer and more convenient. Learn more at [aba.com/AmericasBanks](https://aba.com/AmericasBanks).  [Upload Graphic C]
THANKS

Thanks for spreading the word about how #AmericasBanks help their communities thrive. Think creatively and use the campaign as an opportunity to highlight some of your bank’s unique accomplishments. If you have questions, please email AmericasBanks@aba.com.