



# NOWSPEED

## Social Media Competitive Insight for Credit Unions



# Introduction

The top credit unions have learned how to effectively use social media. This report will show how they've built their followers and used content to gain an advantage in the marketplace.

Nowspeed conducted extensive research on the social media campaigns of the top credit unions in all 50 states in the USA. We've uncovered:

- The best content they use to drive engagement
- The optimum posting frequency across channels
- The number of followers they've gained on the major platforms

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# Executive Summary

## Social Media Analysis of Top Credit Unions

- Top credit unions are promoting their brand on social media through branded content, industry articles, and community building posts.
- Facebook, Twitter, and LinkedIn are the three platforms used most often by credit unions. Of the top 100 credit unions reviewed for this report, 96% have a Facebook page, 91% have a Twitter account, and 98% have a LinkedIn profile.

There is not a significant difference in the social following between the larger and smaller credit unions, aside from a few outliers. Navy Federal Credit Union has accumulated an extremely large following by industry standards. They have amassed over 1 million page likes on Facebook, 75,000 followers on Twitter, and nearly 40,000 followers on LinkedIn. Each of these totals is approximately three times larger than the next highest follower count for any other credit union. At the other end of the spectrum, only one of the 100 credit unions reviewed for this report had no active social profiles.

To see the difference in volume of social following between the larger and smaller credit unions, we compared the number of followers of the top 50 companies to the bottom 50. We chose to use the median of the data set in this report to counteract the inflation Navy FCU's uniquely large follower base would have on the average. Here is the data we compiled:

Median Followers	Facebook	Twitter	LinkedIn
Top 50	13,547	2,615	2,109
Remaining 50	11,075	1,377	1,203

Even the smaller credit unions have managed to gather a social following comparable to the industry leaders.

# Social Media Marketing Strategies

Social media allows you to engage and interact with your audience and become part of the conversation that may be happening around your brand. It's important to maintain a regular posting schedule and post with some degree of frequency to remain consistent and stay relevant to your audience. If remembering to post one or more times per day seems daunting, consider scheduling your posts in advance. Facebook has a built-in scheduling feature and there are many free third-party tools available that will allow you to schedule posts for other social media platforms. Scheduling also allows you to reach your target audience at the times they're online, even if that time is inconvenient for you to post on a regular basis.

Branded content includes blog posts and white papers that are written and posted by companies themselves. Branded content is a useful tool for providing quality information to your audience without it being disruptive, direct selling. Branded content posts by credit unions often takes the form of financial advice, such as investment basics or ways to grow your savings.

A second type of content companies post on social media is industry content. These are articles pertaining to their industry written by a third party, such as a media analyst. While you may not necessarily want to promote a direct competitor, third-party content provides the opportunity for you to share content from a trusted source that aligns with your brand's personality and showcases you as an influencer within your industry.

Another type of content is community posts. Community posts can be produced internally or written by a third party about a topic not directly related to your industry. A common community post is the promotion of an event happening in the company's local area. Community posts are a great way to build a positive brand persona and engage with your local community.

# Social Media Analysis of Top Credit Unions

Boeing Employees Credit Union (BECU), Navy Federal Credit Union (Navy FCU), and Pentagon Federal Credit Union (PenFed) utilize very similar content strategies. All three companies post content that alternates between branded financial advice and community posts. Each of them posts on Twitter the most with 12 posts per week, followed by Facebook at 10 posts per week, and the least on LinkedIn with only 5 posts per week.

## Boeing Employees Credit Union

BECU posts an equal amount of branded content and community posts. Their branded content focuses on financial advice, while their community posts center around Seattle (Boeing's headquarters) sports and events that they sponsor. They regularly run promotions involving the local MLS™, WNBA™, and MiLB™ teams. Boeing posts most often of the three companies analyzed, with 20, 14, and 5-7 posts on Twitter, Facebook, and LinkedIn each week, respectively.

Credit Union Name	Total Assets	Current Members	Branches	Facebook Page Likes	Twitter Followers	LinkedIn Followers
Boeing Employees CU	\$17,159,500,200	1,023,268	48	48,471	6,855	6,082





# Social Media Analysis of Top Credit Unions

## Pentagon Federal Credit Union

PenFed posts an equal amount of branded content and community posts. They tag all their branded financial posts with #PenFedYourMoney. Due to PenFed's military ties, they often create military-centric community posts such as commemorating National Airborne Day or the anniversary of the founding of the Marines. PenFed publishes 7, 10-14, and 3-5, posts across Facebook, Twitter, and LinkedIn each week, respectively.

Credit Union Name	Total Assets	Current Members	Branches	Facebook Page Likes	Twitter Followers	LinkedIn Followers
PenFed	\$22,400,508,136	1,517,949	49	30,621	2,608	8,343



# Social Media Analysis of Top Credit Unions

## Navy Federal Credit Union

Since Navy FCU and PenFed's audiences and customers overlap (Armed Forces, and Department of Defense personnel, and their families), their posts are quite similar. Just as the other top credit unions analyzed in this report, their postings alternate between financial advice and community building. Navy FCU's community posts also tend to be military-centric, such as weekly armed forces themed #MondayMotivation posts. Navy FCU posts the least of the three companies analyzed, with just 7,7, and 0-1 posts per week across Facebook, Twitter, and LinkedIn, respectively.

Credit Union Name	Total Assets	Current Members	Branches	Facebook Page Likes	Twitter Followers	LinkedIn Followers
Navy FCU	\$81,547,471,227	6,994,229	299	1,104,907	75,606	37,902



# Social Media Followers of the Credit Unions

## Reviewed in this Report

Credit unions have a greater than 90% adoption rate for Facebook, Twitter, and LinkedIn. Even the smaller companies in the industry have acquired a follower base with a comparable size to the larger players. It is recommended that any credit union not currently utilizing social media add it to their marketing plan.

Credit Union Name	Total Assets	Current Members	Branches	Facebook	Twitter	LinkedIn
Navy FCU	\$81,547,471,227	6,994,229	299	1,104,907	75,606	37,902
State Employees' CU	\$36,509,508,631	2,227,734	257	8,471	447	5,605
Pentagon FCU	\$22,400,508,136	1,517,949	49	30,621	2,608	8,343
Boeing Employees CU	\$17,159,500,200	1,023,268	48	48,471	6,855	6,082
SchoolsFirst FCU	\$13,639,105,807	747,327	49	42,533	2,409	3,711
The Golden 1 CU	\$11,069,448,499	856,447	77	58,393	18,451	6,027
Alliant CU	\$9,821,295,131	357,192	12	15,365	5,545	3,354
First Technology FCU	\$9,810,829,678	477,296	40	21,363	2,622	2,983
Security Service FCU	\$9,488,781,003	742,845	73	4,915	1,216	3,324
Star One CU	\$9,109,131,936	98,946	6	299	128	592
America First FCU	\$8,761,088,184	839,337	123	13,750	670	723
Suncoast CU	\$8,421,255,696	709,273	63	90,482	5,609	2,688
Randolph-brooks FCU	\$8,126,871,801	674,456	55	14,510	4,056	3,106
San Diego County CU	\$8,109,374,589	348,090	42	68,872	29,722	2,175
Digital FCU	\$7,983,890,884	644,778	23	11,588	579	2,541
Bethpage FCU	\$6,982,231,625	311,216	34	27,295	4,092	1,969
Alaska USA FCU	\$6,802,932,469	615,365	86	6,330	388	1,813
Vystar CU	\$6,799,346,088	553,884	56	64,138	3,483	2,279
American Airlines FCU	\$6,459,209,048	271,558	46	3,629	1,023	2,466
Mountain America FCU	\$6,456,586,293	655,138	87	306,257	25,660	3,158
ESL FCU	\$6,224,454,785	340,134	20	8,317	3,209	2,197
Citizens Equity First CU	\$5,831,966,597	323,102	29	43,548	4,207	1,632
Patelco CU	\$5,681,637,689	311,832	36	8,265	1,184	2,109
Teachers FCU	\$5,596,972,025	276,599	26		2,652	1,825
Delta Community CU	\$5,544,204,652	354,312	26	28,866	2,391	2,339
Lake Michigan CU	\$5,063,240,828	299,452	41	23,572	3,219	2,433
Pennsylvania State Employees CU	\$5,009,916,800	429,218	22	59,882	2,793	1,711
Logix FCU	\$4,887,808,541	175,146	15	11,883	1,528	3,652
Redstone FCU	\$4,885,933,114	395,613	27	13,547	1,520	1,345



Credit Union Name	Total Assets	Current Members	Branches	Facebook	Twitter	LinkedIn
Ent CU	\$4,851,229,748	286,045	29	10,780	3,332	1,697
United Nations FCU	\$4,850,890,434	126,350	4	4,148	4,327	3,684
Onpoint Community CU	\$4,776,895,363	321,575	26	45,377	14,018	1,372
Police & Fire FCU	\$4,769,419,920	258,241	13	1,985	386	1,080
Hudson Valley FCU	\$4,605,833,038	277,767	19	10,451	2,515	1,306
Bank Fund Staff FCU	\$4,601,184,533	85,788	4	-	-	781
Wings Financial CU	\$4,573,504,768	219,382	23	5,525	7,071	1,356
DFCU Financial	\$4,552,156,480	223,466	28	4,925	1,757	1,176
Bellco CU	\$4,345,547,792	296,600	24	12,158	5,205	348
Desert Schools FCU	\$4,253,241,041	316,794	46	15,246	2,010	2,188
State Farm FCU	\$4,034,627,608	131,065	23	-	-	-
Kinecta FCU	\$4,025,654,951	290,152	36	41,791	2,832	4,226
Visions FCU	\$4,011,205,444	184,969	46	16,427	1,547	1,052
Space Coast CU	\$4,004,488,578	369,029	59	4,394	2,275	1,851
University of Iowa Community CU	\$3,965,343,392	152,877	15	9,525	206	1,165
Eastman CU	\$3,818,321,904	189,117	26	-	-	1,152
Tinker FCU	\$3,710,792,194	346,774	32	11,163	2,596	1,169
Wescom Central CU	\$3,646,001,620	190,912	22	3,882	589	2,045
Wright-Patt CU	\$3,625,186,474	337,932	32	6,175	2,999	1,650
Michigan State University FCU	\$3,570,003,961	234,505	18	15,431	7,424	2,336
Members 1st FCU	\$3,550,340,007	355,415	52	7,210	2,394	1,627
Redwood CU	\$3,460,855,525	231,656	17	26,370	-	1,474
State Employees FCU	\$3,444,981,195	349,683	47	11,318	2,915	308
Virginia, Inc. CU	\$3,388,150,939	258,188	17	14,718	1,127	1,257
State Employees CU of Maryland, Inc	\$3,374,733,153	245,196	22	8,152	614	2,295
Landmark CU	\$3,370,401,441	299,070	34	16,554	697	947
Mission FCU	\$3,307,886,242	210,289	30	15,473	2,394	1,283
Northwest FCU	\$3,220,507,508	234,821	7	5,975	296	991
Veridian CU	\$3,215,890,170	207,523	29	22,430	1,308	1,929
Chevron FCU	\$3,172,499,328	107,721	23	967	1,132	2,217
Service CU	\$3,124,797,753	245,538	51	6,092	2,045	889
Teachers CU	\$3,109,434,532	292,129	54	6,106	436	1,812
Texas Dow Employees CU	\$3,057,107,112	260,069	40	7,410	4,770	1,546
California CU	\$3,030,864,124	163,010	25	11,430	1,675	651
Idaho Central CU	\$3,010,005,327	263,181	32	21,957	2,396	1,675
Tower FCU	\$2,978,916,414	164,317	17	241	-	645
Credit Human FCU	\$2,975,658,854	238,642	17	4,283	-	1,483
Midflorida CU	\$2,901,612,946	271,314	47	12,225	1,076	1,710
Coastal FCU	\$2,897,859,649	233,662	22	21,590	5,676	1,614
Educational Employees CU	\$2,860,658,656	265,897	18	16,045	1,715	688
Citadel FCU	\$2,836,079,124	184,289	22	11,323	476	1,358
APCO Employees CU	\$2,828,708,180	71,869	15	2,308	391	82
General Electric CU	\$2,810,856,142	174,399	12	785	-	127
Baxter CU	\$2,803,669,145	210,146	52	19,128	-	2,906
Travis CU	\$2,800,107,827	191,344	24	16,726	1,382	1,636
Summit CU	\$2,768,641,528	164,074	34	7,105	1,827	1,758
Affinity FCU	\$2,739,732,804	139,190	16	8,463	1,136	1,800
Unify Financial FCU	\$2,734,095,321	214,355	54	10,832	171	

Firm Name	Total Assets	Current Members	Branches	Facebook	Twitter	LinkedIn
Community First CU	\$2,700,381,464	128,092	27	1,159	1,728	504
Nassau Educators FCU	\$2,655,543,878	173,250	13	28,484	10,029	1,164
Washington State Employees CU	\$2,644,900,500	255,400	20	11,356	1,318	1,214
Municipal CU	\$2,641,154,572	420,128	21	7,290	1,023	1,883
GECU CU	\$2,615,626,162	361,451	24	30,600	3,144	861
Navy Army Community CU	\$2,594,727,004	152,271	18	5,470	75,623	93
Safe CU	\$2,587,727,155	211,195	22	1,237	820	1,284
Spokane Teachers CU	\$2,565,181,347	163,488	21	16,256	4,327	1,595
Keesler FCU	\$2,532,035,919	203,916	26	17,167	186	337
University of Wisconsin CU	\$2,478,715,962	225,563	24	13,907	1,885	1,455
CommunityAmerica CU	\$2,477,984,717	208,544	28	18,734	2,313	1,629
Sandia Laboratory FCU	\$2,413,550,073	86,222	10	722	172	466
Premier America CU	\$2,385,034,312	100,008	21	3,192	1,680	387
Langley FCU	\$2,384,916,267	260,223	18	20,324	911	874
Grow Financial FCU	\$2,378,742,793	196,920	28	43,455	3,725	2,461
Apple FCU	\$2,366,914,082	189,787	22	10,176	-	1,122
Provident CU	\$2,353,746,733	110,497	20	5,553	697	1,384
Genisys CU	\$2,348,436,537	189,340		8,421	2,356	1,041
California Coast CU	\$2,328,040,029	155,728	25	11,431	1,674	1,460
First Community CU	\$2,325,479,829	278,676	35	4,401	1,372	1,065
Robins Financial CU	\$2,322,335,896	179,110	19	17,174	1,085	354
United FCU	\$2,304,105,991	156,522	32	4,659	375	1,824
Technology CU	\$2,280,621,960	84,216	10	2,371	2,079	978