

Social Media Articles & Webinars

Social Media

- Credit Union Journal article “How Bellco Uses Seven Social Media Tools”
<http://www.cujournal.com/article.html?id=20090626YLPLA57U>
- Credit Union Times article “Michigan State FCU Moves Rapidly on Social Networking”
<http://www.cutimes.com/news/2009/4/Pages/Michigan-State-FCU-Moves-Rapidly-on-Social-Networking-.aspx>
- Currency Marketing blog post by Tim McAlpine “Still think social media is a fad?”
<http://www.currencymarketing.ca/blog/Still-think-social-media-is-a-fad>
- Lemmon Tree Marketing Group’s “Helpful Tips for Adding Social Media to Your Marketing Mix”
http://www.lemmontree.com/PDF/Managing_Social_Media.pdf
- CUNA News Now article “Relevance key to social networking”
<http://www.cuna.org/newsnow/09/system062509-5.html>

Social Media Policy

- Forbes article by Joshua-Michele Ross “A Corporate Guide for Social Media”
<http://www.forbes.com/2009/06/30/social-media-guidelines-intelligent-technology-oreilly.html>
- Sample policies available for download on Continuity’s Engine Community <http://www.continuity.net/>

Social Media Security

- PSCU Financial Services has a Project New Age webinar on “Marketing to Gen Y & IT Security Challenges.” View their Gen Y webinars at www.projectnewage.com
- CUNA News Now article “Does Facebook pose security issues for CUs?”
<http://www.cuna.org/newsnow/09/system061209-5.html>
- Social Media Security slideshows: <http://socialmediasecurity.com/presentations/>
 - Staying Safe & Secure on Twitter
 - Online Social Networks: 5 threats and 5 ways to use them safely
 - Rise of the Autobots: Into the Underground of Social Network BotsVideo Presentation: <http://vimeo.com/4304524>

Facebook

- Facebook Pages Product Guide: <http://www.facebook.com/advertising/?pages>
- Facebook Insights Guide: <http://www.facebook.com/help.php?page=914>
- Facebook Best Practices Guide for Communities & Nonprofits:
http://www.facebook.com/advertising/FB_Pages_Communities_NonProfits.pdf
- Credit Union Times article “Banking Meets Facebook – Credit Unions, Core Processor Work to Meet Gen Y’ers Where They Live”
<http://www.cutimes.com/Issues/2008/April%20,%202008/Pages/Banking-Meets-Facebook--Credit-Unions-Core-Processor-Work-to-Meet-Gen-Yers-Where-They-Live.aspx>

* VolCorp does not endorse or guarantee the content contained in these sites, and hereby disclaims any responsibility for such content.

Twitter Resources & Third Party Applications

Twitter

- Mashable.com Twitter Guide Book: <http://mashable.com/guidebook/twitter/>
- Twitter 101 for Businesses: <http://business.twitter.com/twitter101>
- O'Reilly, Tim and Sarah Milstein. The Twitter Book.
- Callahan & Associates webinar "*The Twitter Experiment: An Exercise in Social Media*" <http://www.creditunions.com/cutv/play.aspx?eventid=528>
- The Financial Brand blog post "*10 Tweets You Shouldn't Send (and why)*" <http://thefinancialbrand.com/2009/06/11/10-mistakes-when-tweeting/>
- The Financial Brand blog post "*Twitter Phishing: How Can It be Stopped?*" <http://thefinancialbrand.com/2009/08/11/5-ways-to-combat-twitter-phishing/>
- CUNA News Now article "*CUs offer tips for tweeting*" <http://www.cuna.org/newsnow/09/system061109-5.html>
- CU Tweet Track blog post "*Interview with Peter Hodges; TweetMaster for Bellco Credit Union*" <http://wcomesbeforey.typepad.com/cutweettrack/2009/06/peter-hodges-position-as-direct-marketing-specialist-for-industry-innovator-bellco-credit-union-has-expanded-to-include-ma.html>

Twitter Directory

- The Financial Brand Twitter Directory: <http://thefinancialbrand.com/toolbox/twitter-directory/>
- WeFollow (<http://wefollow.com>)
- Twellow (www.twellow.com)

Twitter Tracking

- TweetStats (<http://tweetstats.com>)
- TwitterCounter (<http://twittercounter.com>)

Desktop Applications – makes listening, receiving, and sending posts easier

- Twhirl (<http://twhirl.org>)
- TweetDeck (<http://tweetdeck.com>)
- Hootsuite (<http://hootsuite.com>)

URL Shorteners

- <http://bit.ly> – provides tracking
- <http://tr.im> – provides tracking
- <http://tinyurl.com>
- <http://snurl.com>

Miscellaneous Twitter Resources

- Twitter Search (<http://search.twitter.com>)
- TweetBeep (<http://tweetbeep.com>) - sign up for Twitter Alerts
- TweetChat (<http://tweetchat.com>) – follow hashtag conversations
- 140it (<http://140it.com>) – shortens your tweet to 140 characters or less

* VolCorp does not endorse or guarantee the content contained in these sites, and hereby disclaims any responsibility for such content.

Credit Union Facebook & Twitter Pages

Credit Union Twitter Pages

- First Tech Credit Union (<http://www.facebook.com/FirstTechCreditUnion>)
- University Credit Union (<http://www.facebook.com/pages/Orono-ME/University-Credit-Union/14408798547>)
- Michigan State University (MSU) Federal Credit Union (<http://www.facebook.com/msufcu?sid=c97ca1f24cd830802a2ed6f6a200e741>)
- Bellco Credit Union (<http://www.facebook.com/BellcoCreditUnion?sid=fc54e83af69046c9fb5e3bbe4228f94b>)
- Ent Federal Credit Union (<http://www.facebook.com/pages/Ent-Federal-Credit-Union/13852348532?ref=ts>)
- Volunteer Corporate Credit Union (<http://www.facebook.com/pages/Volunteer-Corporate-Credit-Union/213384860650>)

Credit Union Twitter Pages

- Bellco Credit Union (http://twitter.com/Bellco_CU)
- Pioneer Credit Union (<http://twitter.com/Pioneercu>)
- Ent Credit Union (http://twitter.com/Ent_CU)
- MSU FCU (<http://twitter.com/msufcu>)
- Finance Center FCU (<http://twitter.com/FCFCU>)
- VolCorp (<http://twitter.com/VolCorp>)

* VolCorp does not endorse or guarantee the content contained in these sites, and hereby disclaims any responsibility for such content.